

GA Website and Email Advertising Opportunities

www.geography.org.uk

The GA website provides a variety of advertising opportunities for external companies. Advertising with us gives you the chance to target your audience in a way that can greatly enhance your brand, attract more visitors to your site and make you more visible to the GA's website users.

The GA website regularly attracts more than **1500 visitors a day**, averaging **5000 pageviews**, with much higher figures at peak times.

Homepage advert

A carousel of images features at the very top of the GA homepage. This is limited to seven adverts and only one of these is available as premium space for external organisations to advertise for a period of one month. Let visitors to the site see you first – great for time sensitive advertising too! *Advert dimensions 503 x 263 pixels*

Price: £400 + VAT (per month)

Whole site advert

Advertisement panels appear on every single page of the website in the right hand column. These can be booked for as a little one month or for as long as one year – with huge discounts available. Great if you have a long-term message to get across! *Advert dimensions 291 x <150 pixels OR 291 x <291 pixels*

Price: 1 month	@ £150 / £225 + VAT
3 months	@ £400 / £625 + VAT
6 months	@ £700 / £1150 + VAT
12 months	@ £1000 / £1900 + VAT

Section homepages

Each main section has its own homepage and space in the central column is available for external advertisements. For example, got a primary resource? Place an advert on the EY & Primary homepage – what better way to target a specific audience? This option includes a graphic and up to 40 words. *Advert dimensions: 152 x 77 pixels OR 322 x 124 pixels*

Price: £125 / £200 + VAT (per month)

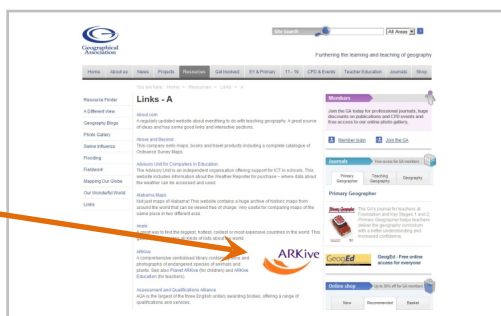
Please note: adverts must be supplied at 501 x 281 pixels and will be resized accordingly.



Resources Links page

This section contains links to websites we consider useful for geography teachers. Whilst it is a free to list your website, make your entry stand out by adding a logo. This option includes a graphic and up to 50 word description of your organisation or website. *Advert dimensions: up to 150 x 150 pixels*

Price: £50 + VAT (one-off payment)



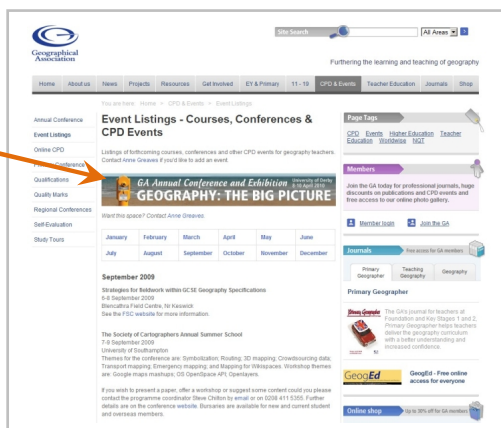
CPD & Events Listings

Get your event listed at the top of the page by adding a banner. *Advert dimensions 503 x 70 pixels*

Price £200 + VAT (per month)

List forthcoming courses, conferences and other CPD events for geography teachers free here and pay to add a logo to stand out from other listings. *Up to 150 x 150 pixels*

Price: £50 + VAT (until event has taken place)



Job Adverts

Advertise your vacancy in our CPD & Events area to keen primary and secondary geography teachers, ITE tutors, NQTs, students and graduates!

Price: £95 + VAT (until job deadline has passed)

£145 + VAT for premium listing with logo at top of page (until job deadline has passed)

Email Newsletters

The GA's email newsletters are sent twice a month to 5k+ registered recipients. Each newsletter carries one sponsored listing (up to 50 words plus link and logo/image) and several banner ads (200 x 150 pixels OR 200 x up to 300 pixels).

Sponsored listing price: £175 + VAT (NB only one link within a six-month period per organisation)

Large banner ad price: 155+VAT

Small banner ad price: £95+VAT

Please note: if adverts have a white background they may be resized to create an appropriate exclusion zone.

Contact

Contact Anne Greaves at agreaves@geography.org.uk or call 0114 296 0088 to book a space or for further information.

We are also happy to discuss bespoke packages combining website, email, social media, journal and conference advertising – get in touch to discuss your requirements.