



**DON'T MISS YOUR CHANCE
 TO CONNECT WITH
 STUDENT GROUPS**

Want to grow your student group visitors this year and boost your group business revenue?
Yes!

Reaching student and performance groups is challenging. So choosing the right marketing strategy is essential. Showcase your business to our online and print audience and reach thousands of student group sponsors and trip consultants planning itineraries.

> WHY ADVERTISING WITH STUDENT TRAVEL PLANNING GUIDE IS SMART!

Student group planners find your brand when they spend time with us.

Planners may not be aware of your brand's services, but they are reading our essential content! Whether you place a print ad or choose content sponsorship, planners and group sponsors are guaranteed to find your services with us.

Your brand is "top of mind" year-round.

With one Student Travel Planning Guide (STPG) package, your services receive year-round exposure. So when group planners are ready to make decisions, your brand is top of mind!

One-time spend for more brand visibility.

Draining PPC budgets, competitive online keywords, and stand-alone print ads can't guarantee your message will reach the right person. With an STPG package, your brand receives repeat exposure on our digital and print channels, plus year-round leads, for one annual cost.

> STUDENT TRAVEL PLANNING GUIDE - AT A GLANCE



Digital Reach:

- > 12,000 E-newsletter Subscribers
- > Organic Annual Visitors ('17) - 77,857
- Average time on site for top content - 4+ minutes
- > No 1. rank for "planning a student trip"



Magazine Circulation:

- > 20,000 Subscribers
- > September Back-to-School Issue
- > Educational & performance travel groups



Trade Show Distribution:

The print edition is distributed at group travel, educational and performance-focused trade shows throughout the year!



LEARN MORE AT
ptmgroups.com/brands/student

Reserve NOW and save 10% - Ends May 30!
 Call: 630.794.0696 Email: advertising@PtmGroups.com

> MARKETING PACKAGES

Create brand awareness, launch products and drive leads.

PACKAGE

A

2-Page Spread + Online Site Inspection
+ Quarterly E-Newsletter Banner
+ Geo Banner + Social Promotion*

\$7,495

PACKAGE

B

Full-Page + Online Site Inspection +
Quarterly E-Newsletter Banner
+ Geo Banner + Social Promotion*

\$4,695

PACKAGE

C

Half-Page + Online Site Inspection
+ Geo Banner

\$3,495

PACKAGE

D

Third-Page + Geo Banner

\$2,495

PACKAGE

E

Sixth-Page + Geo Banner

\$1,495

Sixth-Page

\$1,095

PACKAGE

F

Digital Only Package

Online Site Inspection + Quarterly
E-Newsletter Banner + Geo Banner

\$2,395

*Social Promotion - A series of posts featuring the Site Inspection will be shared across Student Travel Planning Guide's Facebook and Twitter accounts.

ASK ABOUT OUR DIGITAL MAGAZINE, CORPORATE TAKEOVER AND CONTENT SPONSORSHIPS.

READY TO RESERVE YOUR SPOT? COMPLETE THIS ORDER FORM.

> ORDER FORM

Please indicate package below:

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