

# TRAVEL student

PLANNING GUIDE

## GETTING BACK ON THE ROAD

New  
Digital  
Edition!

**STUDENT TRAVEL IS** getting back on the road, and *Student Travel Planning Guide*, the trusted name in student tourism since 2009, has created a new and better way to capture returning school business.

We are introducing the launch of an all-digital "Back to Travel" edition in April 2022 that includes ideas for schools set to reintroduce school trips again starting in the fall semester of 2022.

With new ideas around every corner, there's no better way to build back demand for your brand.



## ON POINT EDITORIAL FOR ALL TYPES OF STUDENT TRAVEL

### STEM

Editorial showcasing learning opportunities outside the classroom for students in the subjects of Science, Technology, Engineering and Mathematics.

### PERFORMANCE

From theme parks to local stage performances, we explore the venues that welcome a variety of performing arts groups.

### GRADUATION

It's time for the celebration trip to return again, and we're ready to showcase fun and unique spots that mark important milestones.

### HISTORY

*Student Travel Planning Guide* includes opportunities to take history outside the classroom.

# OUR AUDIENCE

We build a bridge directly to those who influence decisions on where student travel happens. From superintendents to science teachers, our digital marketing gets in the inboxes, desktops and smartphones of educators and administrators who are responsible for whether trips happen.

## Readership Base Includes:

- » Superintendents
- » Principals
- » Assistant Principals
- » Science Teachers
- » Directors of Student Services
- » Student Activities Directors
- » STEM Teachers
- » Foreign Language Teachers
- » Student Club Advisors
- » PTA/PTO Presidents
- » Math Departments
- » Band Directors
- » Music Teachers
- » Orchestra Directors
- » Vocal/Choir Teachers
- » Biology Teachers
- » Chemistry Teachers
- » History Teachers

## BRAND PLATFORM:

# 50,000

### Digital Distribution

Directly to the inboxes of educators at the junior high and senior high school level in high-income school districts across the nation.

## SEO AND SOCIAL MARKETING:

# 3.5 million

### Search Impressions

# 1.5%

**Click-Through Rate (Organic)**

Reach educators as they are searching Google or Facebook.

## TOP 5 STATES (WEB TRAFFIC)

- » California (10%)
- » Texas (8%)
- » New York (6%)
- » Illinois (5%)
- » Florida (5%)

# MARK YOUR SPOT in *Student Travel Planning Guide*

We blend content and brand marketing to create an irresistible platform for our audience to discover your brand.



## FOR DESTINATIONS

### SAMPLE ITINERARIES

Show student groups what there is to explore in your area with a sample 3-day itinerary. Featured as a two-page spread, your custom-written itinerary spotlights student-friendly assets and activities and provides REAL ideas on what there is to see and do in neatly designed, timed and routed fashion.

**\$2,995**

## FOR DESTINATIONS AND ATTRACTIONS

### SITE INSPECTIONS

Inspiring visual art and helpful tips laid out over a two-page spread introduce your best features to our student audience. Covering topics like where to learn, eat, play and stay, Site InSpections familiarize our audience with your company or destination much better than branding ads alone.

**\$2,995**

## FOR ATTRACTIONS

### SHOWCASES

Blending a half-page of sponsored editorial with a half-page branding ad, Showcases help tell your story and announce new exhibits and programs for youth groups. The best of both worlds!

**\$1,795**

## DIGITAL EDITION SPONSORSHIP

Be front and center of the student market with a sponsorship of our digital edition. Includes brand logo on the cover, two-page spread advertisement on the inside cover, two-page Site InSpection or Itinerary and follow-up email campaign to all that download the digital edition.

**\$6,995**

## E-NEWSLETTER AND WEBSITE BANNERS

Capture the attention of visitors to StudentTravelPlanningGuide.com and the InSite on Student Travel bi-weekly e-newsletter with strategically placed website banners.

3-month campaign: **\$1,795**    6-month campaign: **\$2,995**    Annual campaign: **\$4,995**

## FEATURED VIDEO

Feature your best idea on the InSite e-newsletter and StudentTravelPlanningGuide.com. Monthly campaigns are run across both platforms for maximum impact.

**\$995**

# student TRAVEL

PLANNING GUIDE

## LET'S GET STARTED!

STUDENT TRAVEL PLANNING GUIDE  
ORDER FORM

Committed to helping educators find their next perfect location.  
Reserve space for our spring edition by March 1, 2022.

**SITE INSPECTION - \$2,995**

- ✓ 2-page spread in Student Travel Planning Guide
- ✓ Digital Site InSpection content marketing feature written and SEO-optimized for you on StudentTravelPlanningGuide.com

**ITINERARY - \$2,995**

- ✓ 2-page spread in Student Travel Planning Guide
- ✓ Digital 3-day itinerary written and SEO-optimized for you on StudentTravelPlanningGuide.com

**SHOWCASE - \$1,795**

- ✓ Half-page sponsored editorial in Student Travel Planning Guide
- ✓ Half-page branding ad in Student Travel Planning Guide
- ✓ Content feature on StudentTravelPlanningGuide.com

**STUDENTTRAVELPLANNINGGUIDE.COM WEBSITE**

- 3-month banner \$1,795
- 6-month banner \$2,995
- 12-month banner \$4,995

**INSITE E-NEWSLETTER**

- 3-month banner \$1,795
- 6-month banner \$2,995
- 12-month banner \$4,995
- Feature video (1 month) \$995

**DIGITAL EDITION SPONSORSHIP - \$6,995**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Total: \_\_\_\_\_

**Contract Terms:** Advertiser agrees to the Publisher's terms, specifications and will pay current rates. Orders are non-cancellable after space reservation deadline. Should more or fewer insertions be utilized within one 12-month period, fee adjustments will be made. Advertiser agrees to pay short run fees caused by cancellations. Full payment (US\$) is due upon billing. A 1.5% per month late payment fee applies to all invoices over 30 days past due. Advertisers and agencies are jointly and severally responsible for payment of all advertising insertions. Publisher's financial liability for its error is limited to the cost of the advertisement. Advertisers and their agencies assume all responsibility for the content of their advertisements, including all claims made. Advertiser agrees to pick-up of previous materials if new ad materials are not received by the materials due date.

**630-794-0696**  
**Advertising@PtmGroups.com**

