



TRAVEL student

PLANNING GUIDE

BACK
ON THE
ROAD

Our Annual
Guide and
Regional Field
Trip Guides!



STUDENT TRAVEL IS 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.

An all-digital format and deep focus on content helps you connect with more teachers and school administrators responsible for making travel decisions. Through regional field trip planners, the annual *Student Travel Planning Guide* and native digital advertising, we connect your brand with over 50,000 decision-makers.

With new ideas around every corner, there's no better way to build 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, 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.

READERSHIP BASE INCLUDES:

» Administrators

- Superintendents
- Principals
- Assistant Principals
- Directors of Student Services
- Student Activities Directors
- Student Club Advisors
- PTA/PTO Presidents

» Educators

- STEM/Science Teachers
- Foreign Language Teachers
- Math Departments
- Band/Music/Orchestra Directors
- Vocal/Choir Teachers
- History/Social Studies Teachers

» Trade Channels

- Student Tour Operators
- Bus Companies
- Travel Advisors

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 and private schools across the nation.

INSITE NEWSLETTER:

20,000

Subscribers

28%

Open Rate

Reach educators through a bi-weekly digest of the best in student travel.

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 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 and student-friendly activities. Covering topics like where to learn, eat, play and stay, Site InSpecions familiarize our audience with your company or destination and provide direct calls-to-action.

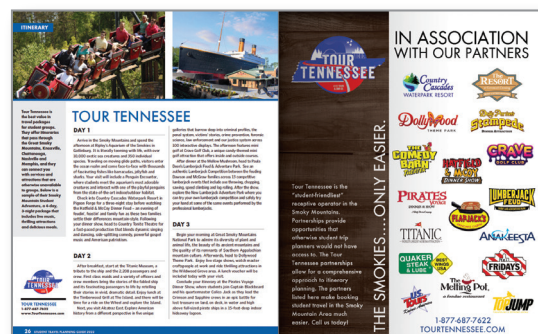
\$2,995

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



Northeast and Southern FIELD TRIP GUIDES

Designed for middle school through high school teachers, new digital field trip guides present unique field trip ideas in a regional format. Front-of-book sections provide inspiration and lend trip planning advice with destination ideas presented in a state-by-state format.

Content Includes:

- » Colorful, expansive layouts with bold photographs and maps to draw out key activities.
- » Ideas for History, STEM, Performance and trips.
- » Articles include planning advice and best practices for putting a field trip together.
- » Tips for chartering a motorcoach, hiring step-on-guides and planning a day's activities.
- » Columns on how to work with tour operators, book group rates and hotel tips for overnight trips.

Our Northeast
Regional Field
Trip Guide
releases in
November

Our Southern
Regional Field
Trip Guide
releases in
September



Readership:

- » Science teachers
- » Band/music teachers
- » Fine arts teachers
- » History teachers
- » School administrators, principals, asst. principals

DIGITAL ADVERTISING

With over 3.5 million search impressions, our website attracts qualified traffic from hundreds of relevant SEO-friendly articles. Boost your online presence with our digital audience!

- » Content Sponsorships
- » Video Promotion
- » Featured Destinations and Attractions
- » Sponsored Digital Editions

CATEGORY CONTENT SPONSORSHIPS

Includes category-level takeover of one of the following sections: History & Education, Performance & Graduation, STEM

..... 6-months: **\$3,995** Annual: **\$5,995**

FEATURE DESTINATION

Prominent, dedicated section on the homepage of our website, InSite e-newsletter and social media channels

..... 1-month: **\$1,995**

FEATURED VIDEO

Your video featured on our video landing page and in four editions of the InSite e-newsletter

..... Annual: **\$1,995**

EMAIL MARKETING

The bi-weekly InSite on Student Travel e-newsletter reaches 20,000 teachers and school administrators across the U.S. We seamlessly integrate advertiser content into InSite via sponsored content, banners and video advertising. Newsletter sponsorships capture immediate attention, while leaderboard banners are placed between trending articles, Site InSpections, state guides and promotional videos.

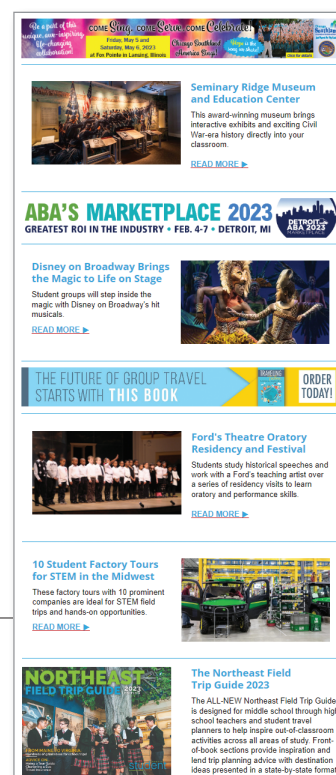
INSITE E-NEWSLETTER SPONSORSHIP

Your brand and sponsor message appears above all other content in that edition, plus your video is featured

..... 1-month: **\$1,795**

INSITE BANNER ADVERTISING

..... 3-months: **\$1,795** 6-months: **\$2,995** Annual: **\$4,995**



student TRAVEL

PLANNING GUIDE

LET'S GET STARTED!

STUDENT TRAVEL PLANNING GUIDE CONTACT FORM

Committed to helping educators find their next perfect location.

STUDENT TRAVEL PLANNING GUIDE

Space reservations due March 15

☐ **PACKAGE A - \$2,995**

- ✓ Full-page brand ad
- ✓ Full-page Site InSpecion or Sample Itinerary Content Marketing
- ✓ Web page on StudentTravelPlanningGuide.com
- ✓ Featured in four newsletters

☐ **PACKAGE B - \$1,795**

- ✓ Half-page brand ad
- ✓ Half-page showcase content marketing
- ✓ Featured in two e-newsletters

DIGITAL ADVERTISING

StudentTravelPlanningGuide.com

- ☐ Content Sponsorships: \$3,995 - \$5,995
- ☐ Feature Destination: \$1,995
- ☐ Featured Video: \$1,995

INSITE E-NEWSLETTER

Newsletter Sponsorship

- ☐ 1-month: \$1,795

Banner Advertising

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

REGIONAL FIELD TRIP PLANNER

- South Field Trip Planner Closes July 30 & Publishes September
- Northeast & Mid Atlantic Regional Field Trip Planner Closes September 30th & Publishes November

☐ **PACKAGE A - \$2,995**

- ✓ Full-page brand ad
- ✓ Full-page Site InSpecion or Sample Itinerary Content Marketing
- ✓ Web page on StudentTravelPlanningGuide.com
- ✓ Featured in four newsletters

☐ **PACKAGE B - \$1,795**

- ✓ Half-page brand ad
- ✓ Half-page showcase content marketing
- ✓ Featured in two e-newsletters

☐ **PACKAGE C - \$895**

- ✓ Quarter page brand ad
- ✓ Quarter page content marketing
- ✓ Featured in one e-newsletter

Company: _____

Contact: _____

Billing Address: _____

City/State/Zip: _____

Email: _____

Phone: _____

Total: _____

Signature: _____

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View online at <https://ptmggroups.com/terms-conditions>.

630-794-0696
Advertising@PtmGroups.com

