

SOUTHEAST

REGIONAL FIELD TRIP PLANNER



ATTRACT MORE FIELD TRIPS!



FROM THE PUBLISHER OF:

TRAVEL
student
PLANNING GUIDE

630-794-0696 • StudentTravelPlanningGuide.com

Debuting in
September!

SOUTHEAST REGIONAL FIELD TRIP PLANNER

This new digital field trip guide presents unique field trip ideas across the Southern states, with a special focus on Civil Rights history.

[A FOCUS ON CIVIL RIGHTS HISTORY]

There's no more important sector of our population to influence with civil rights messages than our students. The new Southeast Regional Field Trip planner will showcase field trip ideas that help students engage with some of our nation's most important events and history. A bonus section will include Civil War historic sites across the south.



ANNUAL GUIDE CONTENT INCLUDES:

- » A state-by-state guide to the best field trip ideas for History, STEM, Performance and Graduation trips.
- » Tips for chartering a motorcoach, planning a day's activities, how to work with tour operators and planning for overnight trips.
- » Colorful, expansive layouts with bold photographs and maps to draw out key activities.

30,000 Digital Distribution to Middle, Junior and High Schools

- » Science and Math teachers
- » Band/music teachers
- » Fine arts teachers
- » History teachers
- » School administrators, principals
- » Student tour operators

CONTENT MARKETING PACKAGES

CREATE A LASTING IMPRESSION WITH SCHOOL GROUPS

The Southeast Regional Field Trip Planner seamlessly blends content marketing with brand advertising. Our content team works with you to craft a unique message about your student-friendly experience and makes your brand shine across our digital channels.

With three different packages available, it's easy to market your destination or attraction. Simply choose your desired exposure level and our team will do the rest!

TOUR TENNESSEE

DAY 1

DAY 2

DAY 3

IN ASSOCIATION WITH OUR PARTNERS

- Country Cascades WATERPARK RESORT
- THE RESORT
- Dollywood
- Big Piney Scenic Railroad
- GRAVEYARD
- PIRATES
- UNDERMUCK
- TITANIC
- ANAKEESTA
- QUAKER STEAK & LUBE
- FRIDAYS
- The Melling Pot
- TO JUMP

1-877-687-7622
TOURTENNESSEE.COM

PACKAGE A - \$2,995

- Full-page brand ad
- Full-page Site InSpection or Sample Itinerary Content
- Marketing Landing page on StudentTravelPlanningGuide.com
- Featured in four newsletters

NATIONAL CONSTITUTION CENTER

LEARN ABOUT AMERICAN HISTORY THROUGH INTERACTIVE EXHIBITS AND ENGAGING PROGRAMMING

YOUR CIVICS EDUCATION DESTINATION

BOOK YOUR GROUP EXPERIENCE TODAY!

CONTACT GROUP SALES DEPARTMENT AT groupsales@constitutioncenter.org OR 215.699.8800

PACKAGE B - \$1,795

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

RABBIT RUN THEATER

OHIO'S PREMIER BARN THEATER

CONTACT GROUP SALES DEPARTMENT AT groupsales@constitutioncenter.org OR 215.699.8800

PACKAGE C - \$895

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

Questions about the Southeast Field Trip Planner?

Contact Cheryl Rash today at 630.794.0696, ext. 512, or email Cheryl@ptmgroups.com.

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!

SOUTHEAST REGIONAL FIELD TRIP PLANNER
ORDER FORM

Committed to helping educators find their next perfect location.

REGIONAL FIELD TRIP PLANNER

Space reservations due August 31

- 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 e-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

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

Company: _____

Contact: _____

Billing Address: _____

City/State/Zip: _____

Email: _____

Phone: _____

Total: _____

Signature: _____

By signing this insertion order you agree to our terms and conditions.
View online at <https://ptmgroups.com/terms-conditions>.

COMPLETE THIS ORDER FORM
and email to Cheryl@ptmgroups.com
Questions? Contact *Cheryl Rash* at 630.794.0696
ext. 512 or email Cheryl@ptmgroups.com

