

# TRAVEL student

PLANNING GUIDE

Our Annual  
Magazine and  
Regional Field  
Trip Guides!

**STUDENT TRAVEL IS SURGING,** and Student Travel Planning Guide is here with a guaranteed way to capture a wealth of prospective school business.

A trusted name in student tourism since 2009, Student Travel Planning Guide features a comprehensive all-digital magazine along with two regional field trip guides. These publications are designed to help educators organize meaningful travel experiences for students at destinations and attractions around the country.

Through these guides and native digital advertising, we connect your brand with 50,000+ decision-makers in the booming student travel industry.



## 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 never too early to start preparing for future celebrations, 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.

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## INSITE NEWSLETTER:

# 22,000

Subscribers

# 28%

Open Rate

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

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## WEBSITE:

# 2,000,000+

Site Impressions

# 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.

**\$3,295**



## 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 InSpections familiarize our audience with your company or destination and provide direct calls-to-action.

**\$3,295**



## 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!

**\$1,995**



# REGIONAL FIELD TRIP GUIDES

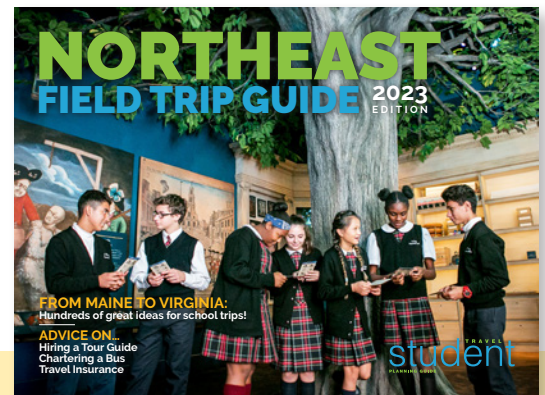
Designed for middle school through high school teachers, digital field trip guides present unique field trip ideas in a regional format. Front-of-book sections provide inspiration and lend trip planning advice with destination ideas presented in a state-by-state format.

## Content Includes:

- » Specialized regional guides contain state-by-state showcases of the best in field trips across a variety of subjects.
- » Ideas for History, STEM, Arts & Culture and Performance field trips.
- » Feature articles cover topics critical to field trip success, such as aligning trips with curriculum guidelines, chartering a bus and making the most of field trips before and after they take place.
- » Site InSpections, Sample Itineraries, Showcases and Branding Ads from from partner destinations, attractions, tour companies and service providers.

Our Southern  
Regional Field Trip  
Guide releases in  
September

Our Northeast  
Regional Field Trip  
Guide releases in  
November



## Readership

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

# WEBSITE ADVERTISING

With over 2,000,000 site impressions, our website attracts qualified traffic from hundreds of relevant SEO-friendly articles. Boost your online presence with our digital audience!

- » Content Sponsorships from \$3,995
- » Video Promotion from \$1,995
- » Featured Destinations from \$1,995
- » Sponsored Digital Editions from \$4,995

## 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 two editions of the Insite e-newsletter

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

## EMAIL MARKETING

The bi-weekly InSite on Student Travel e-newsletter reaches 22,000 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 (2 editions): **\$1,995**

## INSITE BANNER ADVERTISING

..... 3-months: **\$1,995**    6-months: **\$3,295**    Annual: **\$5,495**



# LET'S GET STARTED!

## Student Travel Planning Guide Order Form



### STUDENT TRAVEL PLANNING GUIDE

Space reservations due March 15, publishes May

**PACKAGE A - \$3,295**

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

**PACKAGE B - \$1,995**

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

### WEBSITE ADVERTISING

#### StudentTravelPlanningGuide.com

- Content Sponsorships: \$3,995 - \$5,995
- Feature Destination: \$1,995
- Featured Video: \$1,995
- Digital Edition Sponsorship: \$4,995

### INSITE E-NEWSLETTER

#### Newsletter Sponsorship

- 1-month: \$1,995

#### Banner Advertising

- 3-month banner: \$1,995
- 6-month banner: \$3,295
- 12-month banner: \$5,495

### 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 - \$3,295**

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

**PACKAGE B - \$1,995**

- ✓ Half-page brand ad
- ✓ 1 1/2 page showcase content marketing
- ✓ Featured in two e-newsletters

**PACKAGE C - \$995**

- ✓ Quarter page brand ad
- ✓ 3/4 page content marketing
- ✓ Featured in one e-newsletters

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

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

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

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

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

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

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

Date: \_\_\_\_\_

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

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

**QUESTIONS?** Contact Diane Meglino, [diane@ptmgroups.com](mailto:diane@ptmgroups.com), 630.794.0696 ext. 509

