

# NEW!

# Whitepaper Sponsorships

Showcase your Expertise and Value to Student Travel Planners

Regardless of the whitepaper you choose to sponsor, rest assured the pages are filled with relevant information that assists educators in planning their best student travel experience. Prominently displayed on StudentTravelPlanning.com and promoted across our digital network, these whitepapers have been authored by experienced leaders in the student travel sector.

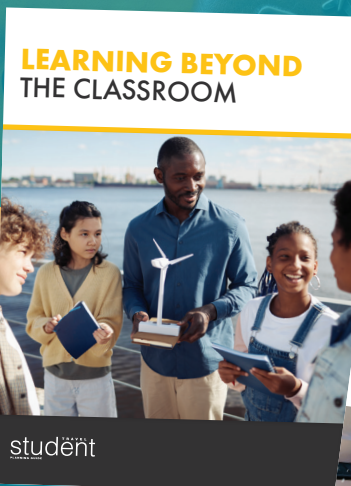
## How it Works

- ◆ You provide a page of content/itinerary and full-page 4/color ad.
- ◆ We'll embed your message into the Inside Front Cover and Page 3 spread of the whitepaper you choose and place your whitepaper on StudentTravelPlanningGuide.com for 12-months.
- ◆ Your logo appears on the Front Cover of the whitepaper you choose • Sponsored by YOU!
- ◆ Your whitepaper features intuitive, SEO driven content directed to student travel planners – teachers and administrators – helping them plan the best student tours.
- ◆ Aggressive social and digital media promotion of your whitepaper
- ◆ Choose from three student whitepapers, or choose all three!

## RESERVE YOUR SPONSORSHIP!

Contact Diane Meglino at **630.794.0696**, ext. 509  
or email **Diane@ptmgroups.com**

TRAVEL  
student



THE NUMBERS TELL THE STORY.  
**Student travel is ready to return, BIG TIME!**



### Website Sessions: 96K

- ◆ Organic traffic is up **60%** vs previous 12 months
- ◆ Direct traffic is up **45%** vs previous 12 months
- ◆ Organic social media traffic is up **155%** vs previous 12 months
- ◆ Pageviews are up **100%** vs previous 12 months
- ◆ User engagement is up **55%** vs previous 12 months
- ◆ First visits are up **60%** vs previous 12 months



### Subscriptions to Insite e-Newsletter: 20,631

- ◆ Insite schedule: Delivered every-other week on Wednesdays
- ◆ **110** clicks on-average per newsletter