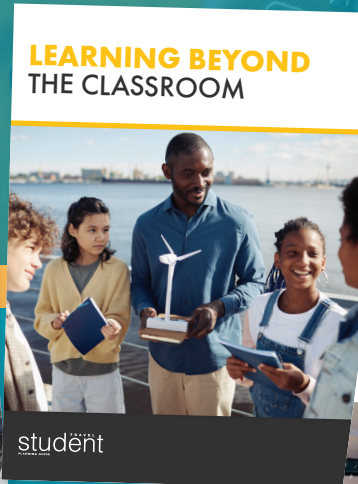
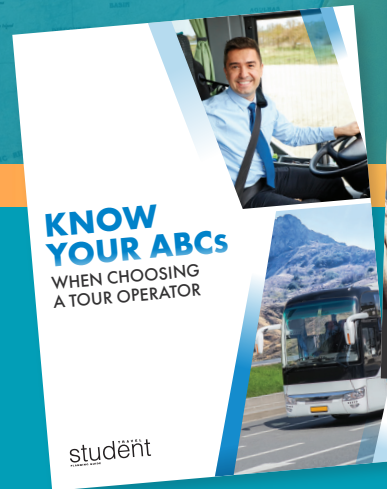


NEW!

Whitepaper Sponsorships



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! Along with a Banner ad on the download page.
- ◆ Sponsorship recognition and banner/logo in the thank you email that is sent to everyone who downloads the guide
- ◆ Follow-up email about your brand approximately 10 days after downloading. 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 drives traffic to 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**

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