



# STUDENT TRAVEL PRO

The Ultimate Platform to Reach the Student Travel Market



# EMPOWERING THE NEXT GENERATION OF STUDENT TRAVEL

## Digital Media Solutions That Connect with Educators

For over 15 years, Premier Travel Media has created innovative marketing and publishing solutions for the student & youth travel industry. With our new and innovative platform, we've made planning a student journey easier than ever.

**THE ALL-NEW STUDENT TRAVEL PRO** is a comprehensive all-digital resource designed to connect your business with educators, youth trip planners and student tour organizers. With an easy-to-navigate website packed with hundreds of helpful tools and resources, plus digital publications, email newsletters and social inspiration, StudentTravel.Pro is the place to start planning a student adventure.

**FEATURE YOUR BRAND ON THIS ROBUST, ALL-NEW, ALL-DIGITAL PLATFORM**

- ✓ **ATTRACTIONS**
- ✓ **DESTINATIONS**
- ✓ **TOUR BRANDS**

## SOME OF WHAT YOU'LL FIND @ STUDENT TRAVEL PRO:



### HUNDREDS OF FIELD TRIP IDEAS

Teachers can search for in-person or virtual field trip opportunities by destination or subject matter.



### PLANNING ADVICE

We've curated expert insight for better planning student travel.



### DIGITAL PLANNING GUIDES

Our annual magazine and regional field trip guides are available as free digital downloads.



### TEACHER E-NEWSLETTER

A bi-weekly digest of the best in the student travel industry.



### SCHOLARSHIP & GRANT RESOURCES

We've amassed a dedicated resource for helping fund student travel on a local, national and international level.



### YOUR GATEWAY TO REACHING THE STUDENT TRAVEL MARKET

When you partner with Student Travel Pro, you'll position your business as an educational travel leader while tapping into the benefits of this growing travel industry sector.



# STUDENT TRAVEL PRO

## AUDIENCE SHEET

### AUDIENCE

- ✓ Principals
- ✓ PTA/PTO Presidents
- ✓ STEM/Science Teachers
- ✓ Foreign Language Teachers
- ✓ Math Departments
- ✓ Band/Music/Choir Directors
- ✓ History/Social Studies Teachers
- ✓ Student Tour Operators
- ✓ Bus Companies
- ✓ Travel Advisors

### DIGITAL MAGAZINE DISTRIBUTION

#### 50,000 Digital Distribution

Student Travel Pro's digital guides provide educators with essential tools for planning student trips and discovering subject-specific activity recommendations.

#### 3 Guides Per Year

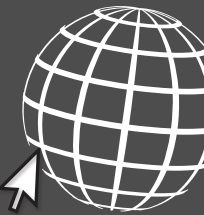
Student Travel Planning Guide  
 Northeast Regional Field Trip Guide  
 Southeast Regional Field Trip Guide



### WEBSITE PLATFORM STATS

**Visitors: 83,000**  
**Impressions: 3.6 million**  
**Clicks: 68,000**

With hundreds of relevant articles, a comprehensive directory resource and embedded advertising opportunities, StudentTravel.pro is a trusted resource among student travel planners.



### INSITE E-NEWSLETTER

Newsletter Subscribers: **20,000**  
 Open Rate: **28.8%**  
 Frequency: **Delivered every other Wednesday**

### SOCIAL MEDIA

**600+** followers across **Facebook, Instagram and LinkedIn** and growing fast!



(Stats are from past 12 months as of November 1, 2024)

# DIGITAL TRAVEL GUIDES FROM STUDENT TRAVEL PRO

## Engaging Educators, Inspiring the Next Generation of Travelers

**STUDENT TRAVEL PRO'S** suite of dynamic digital guides offer unmatched value to educators, serving as indispensable tools for planning student trips with ease. Our guides deliver subject-specific activity recommendations and comprehensive content tailored to meet the needs of today's classroom. The immersive layouts, stunning visuals, and embedded links create a seamless experience, driving higher visibility and engagement for advertisers.

### FLAGSHIP ANNUAL GUIDE: THE ULTIMATE STUDENT TRAVEL PLANNING RESOURCE

Published every Spring, **Student Travel Planning Guide** is a trusted resource used by over **50,000** educators, administrators and student travel planners. Created in both digital page flip and downloadable pdf formats, this guide is packed with expert tips and advice, insider views of top destinations, sample itineraries and content marketing and brand advertising from partners. Our flagship guide delivers actionable resources to support seamless trip planning and inspire unforgettable student experiences.

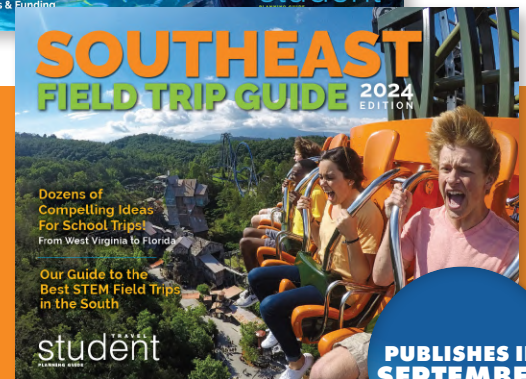
### REGIONAL FIELD TRIP GUIDES: TARGETED INSPIRATION FOR TEACHERS

Our regional **Southeast and Northeast Field Trip Guides** offer local insights and subject-specific content for middle school through high school educators. State-by-state highlights of top field trip locations provide fresh options to enhance out-of-classroom learning. Guides are enriched with practical planning tips, sample itineraries, content marketing and brand advertising from partner destinations, attractions and service providers.

## MAXIMIZING REACH WITH A FULLY DIGITAL AUDIENCE

Our guides are published on the StudentTravel.pro website and featured prominently with a dedicated SEO-optimized web page, with both digital page-flip and downloadable pdf copies available. Published guides include direct links to your website or booking pages, helping to drive inquiries from an audience that is actively seeking travel solutions.

With rich, engaging content and promotion across our channels, these guides are the ultimate resource for student travel planning.





# TEACHER TRAVEL GUIDES

## ESSENTIAL RESOURCES FOR DESTINATION TRAVEL PLANNING

Position your city as a go-to destination with a custom teacher travel guide. We'll highlight the unique features of your destination by showcasing how different subjects can be explored in the destination and integrated into the curriculum across a variety of subject areas.

## Your guide includes:



Comprehensive overviews of travel, accommodations, dining, and transportation options for student groups



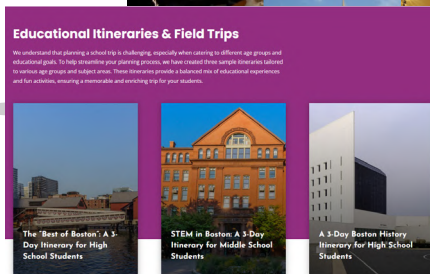
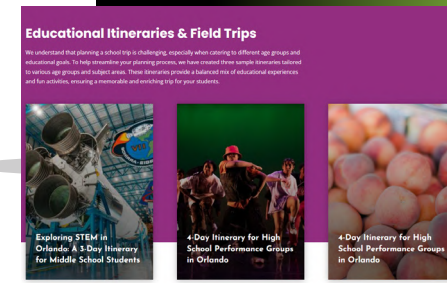
Tailored itineraries hyper focused to target specific audiences for a variety of grade levels and subjects



Deep-dive content marketing series illustrating what makes your destination unique



Top field trip opportunities unique to each destination



## SHOWCASE YOUR DESTINATION OR BRAND

in these trusted guides where teachers turn for all their trip planning needs. Your guide delivers engaging, interactive content directly to decision-makers with ease. This all-digital approach offers unmatched flexibility and extended reach, ensuring that your brand is not just seen, but remembered.

# GOLD STAR PACKAGES

## Tailored Marketing Packages That Maximize Your Impact

Whether you're looking to drive awareness, generate leads, or increase bookings, our Gold Star Packages are tailored to meet your needs. We combine featured placements and brand advertising in our digital guides with robust digital content marketing, online brand advertising and promotion across our e-mail and social channels.

## UNIQUE ELEMENTS TO SHOWCASE YOUR BRAND:

### DIGITAL GUIDES

#### SHOWCASE

Tell your story and announce new exhibits and programs for youth groups with this entry level content marketing program. Includes a half-page brand ad and matching content.

#### SITE INSPECTION

Inspiring visual art and helpful information about your brand/ destination helps introduce your best features and student-friendly activities. Includes direct calls-to-action. Featured over three (3) to four (4) pages including a full-page brand ad.

#### TOP LIST

Help educators explore ALL the reasons to visit your attraction or destination with a numbered Top List content feature. Deliver helpful content that engages planners over three (3) to four (4) pages including a full-page brand ad.

#### ITINERARY

Perfect for destinations looking to showcase the best of what they have to offer through curated 3-day, 2-night itineraries. Spotlight must-see attractions, meal stops and uncover hidden gems. Featured over three (3) to four (4) pages.

### ONLINE @ STUDENTTRAVEL.PRO

#### FEATURED BUSINESS PROFILE

Inclusion in our searchable field trip profiles with lead generation capabilities. See results and a direct connection to student travel planners.

#### WEBSITE BANNER OR VIDEO AD

Enhance your brand's visibility and drive direct traffic with a prominent banner or video ad placement on our website. Featured in a selected site category that matches your brand.

#### SITE CATEGORY SPONSORSHIP

Position your company as a go-to partner for planners with a premium placement in one of the following website categories: STEM, Performance, Humanities or Career & College Prep.

### PROMOTIONAL FEATURES

#### NEWSLETTER INCLUSION

Receive a linked content feature in our InSite e-newsletter. Reach a highly engaged audience of 20k educators and planners.

#### SOCIAL MEDIA EXPOSURE

Reach student travel planners through Facebook, LinkedIn and Instagram with detailed posts and targeted organic or paid social campaigns.



## GOLD STAR PACKAGES

# FOR INDIVIDUAL ATTRACTIONS

	STARTER	ENHANCED	ELEVATED	SIGNATURE	PREMIER
<b>DIGITAL GUIDES</b>					
<b>Content Feature Type</b>	Showcase in one guide	Site InSpecion or Top List in one guide	Site InSpecion or Top List in one guide	Site InSpecion or Top List in one guide	Site InSpecion or Top List in two guides
<b>Brand Ad</b>	Half-page	Full-page	Full-page	Full-page	Full-page in two guides
<b>ONLINE @ STUDENTTRAVEL.PRO</b>					
<b>Business Profile with Lead Gen</b>	Yes	Yes	Yes	Yes	Yes
<b>Website Banner or Video Ad</b>		3 months	6 months	9 months	12 months
<b>Site Category Sponsorship</b> <small>1 available per category</small>				3 months	6 months
<b>PROMOTIONAL FEATURES</b>					
<b>Featured in Newsletter</b>	Yes	Yes	Yes	Yes	Yes
<b>Featured on Social Channels</b>	Organic	Organic	Organic	Organic + Paid	Organic + Paid
	STARTER	ENHANCED	ELEVATED	SIGNATURE	PREMIER
<b>RATES</b>	\$995	\$1,995	\$3,495	\$4,995	\$7,995

## GOLD STAR PACKAGES

# FOR DESTINATIONS

	ENHANCED	ELEVATED	SIGNATURE	PREMIER
<b>DIGITAL GUIDES</b>				
<b>Content Feature Type</b>	Itinerary or Site Inspection in one guide	Itinerary or Site Inspection in one guide	Itinerary or Site Inspection in one guide	Itinerary or Site Inspection in two guides
<b>Brand Ad</b>	Full-page	Full-page	Full-page	Full-page in two guides
<b>ONLINE @ STUDENTTRAVEL.PRO</b>				
<b>Business Profile with Lead Gen</b>	Yes	Yes	Yes	Yes
<b>Website Banner or Video Ad</b>	3 months	6 months	9 months	12 months
<b>Site Category Sponsorship</b> 1 available per category			3 months	6 months
<b>Feature 5 Field Trip Locations</b>	Yes			
<b>Feature 10 Field Trip Locations</b>		Yes		
<b>Feature 15 Field Trip Locations</b>			Yes	Yes
<b>PROMOTIONAL FEATURES</b>				
<b>Featured in Newsletter</b>	Yes	Yes	Yes	Yes
<b>Featured on Social Channels</b>	Organic	Organic	Organic + Paid	Organic + Paid
	ENHANCED	ELEVATED	SIGNATURE	PREMIER
<b>RATES</b>	<b>\$1,995</b>	<b>\$3,495</b>	<b>\$4,995</b>	<b>\$7,995</b>



# GOLD STAR PACKAGES FOR TOUR BRANDS

	STARTER	ENHANCED	ELEVATED	SIGNATURE	PREMIER
<b>DIGITAL GUIDES</b>					
<b>Content Feature Type</b>	Showcase in one guide	Site InSpecion or Top List in one guide	Site InSpecion or Top List in one guide	Site InSpecion or Top List in one guide	Site InSpecion or Top List in two guides
<b>Brand Ad</b>	Half-page	Full-page	Full-page	Full-page	Full-page in two guides
<b>ONLINE @ STUDENTTRAVEL.PRO</b>					
<b>Business Profile with Lead Gen</b>	Yes	Yes	Yes	Yes	Yes
<b>Website Banner or Video Ad</b>		3 months	6 months	9 months	12 months
<b>Site Category Sponsorship</b> <small>1 available per category</small>				3 months	6 months
<b>PROMOTIONAL FEATURES</b>					
<b>Featured in Newsletter</b>	Yes	Yes	Yes	Yes	Yes
<b>Featured on Social Channels</b>	Organic	Organic	Organic	Organic + Paid	Organic + Paid
	STARTER	ENHANCED	ELEVATED	SIGNATURE	PREMIER
<b>RATES</b>	<b>\$995</b>	<b>\$1,995</b>	<b>\$3,495</b>	<b>\$4,995</b>	<b>\$7,995</b>

# A LA CARTE ADVERTISING

## Create the Perfect Plan for Your Brand

Our à la carte advertising solutions make it easy to curate the perfect solutions that best showcase your offerings.

Capture immediate attention with newsletter, content or category sponsorships or strategically position your brand with digital display ads and video featured alongside trending articles, Site InSpections, state guides and newsletters.

### CATEGORY CONTENT SPONSORSHIPS:

Includes category-level takeover of one of the following sections of our website: STEM; Performance; Humanities; Career & College Prep.

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

### FEATURED DESTINATION:

Prominent, dedicated section on the homepage of our website, 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 our e-newsletter.

**Annual: \$1,995**

### CONTENT MARKETING PACKAGES

3-part content series - writing, publishing, promoting:  
6-part content series - writing, publishing, promoting:

**\$3,295**  
**\$5,995**

**DIGITAL EDITION SPONSORSHIP:** Exclusive sponsorship of a regional field trip guide or the annual Student Travel Planning Guide.

**Annual Digital Edition Sponsorship:**

**\$4,995**

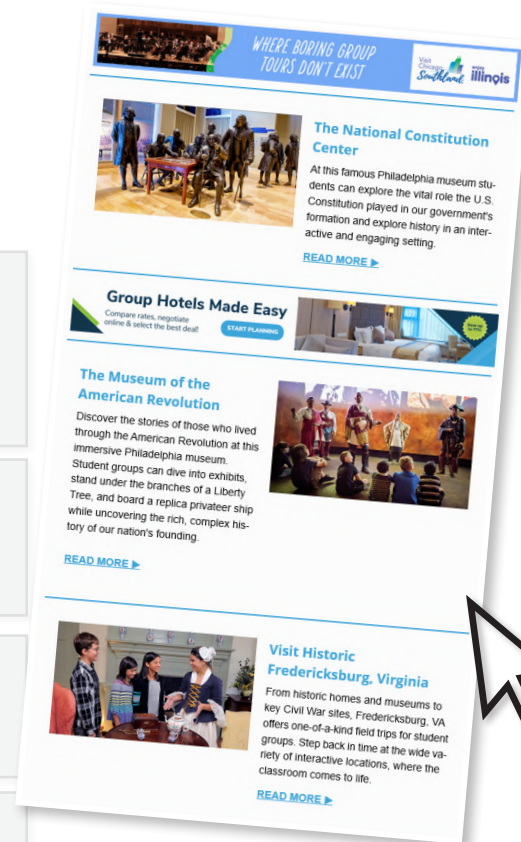
### INSITE E-NEWSLETTER Newsletter Sponsorship

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

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

### WEBSITE OR NEWSLETTER BANNER ADVERTISING

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



## SECURE YOUR SPOT!



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# REACH ACTIVE TRAVEL GROUPS ACROSS OUR PLATFORMS



From the latest innovations to expertly crafted events and time-tested tips, Sports Planning Guide connects sports tourism destinations with event planners across all disciplines of sporting events and tournaments. [SportsPlanningGuide.com](https://SportsPlanningGuide.com)



The #1 source for group travel planners, Leisure Group Travel discovers destination sites, planning best practices and solutions that help group travel organizers create enticing, group-friendly itineraries in popular and off-the-beaten path locations. [LeisureGroupTravel.com](https://LeisureGroupTravel.com)



Destination Film Guide helps North American film locations better connect with producers, directors and location scouts through insightful content on rising film destinations and help in navigating rebates. [DestinationFilmGuide.com](https://DestinationFilmGuide.com)



Destination Reunions is the industry's only comprehensive annual planning guide for family and reunion travel, offering guidance on multi-generational vacations, reunion-specific destination reviews, planning tools and activity ideas. [DestinationReunions.com](https://DestinationReunions.com)