

Digital Partnership Packages Annual Commitment

www.academytoday.co.uk

DIGI FACT #1
UNIQUE VISITORS: Over 12,500 monthly and growing (97% in last 6 months)

DIGI FACT #3
E-NEWSLETTER: Fortnightly email to 5,000 subscribers: a brilliantly targeted platform for our commercial partners

ACADEMY TODAY

Offers a brilliantly targeted digital platform for those working in the academy, free school and UTC sector.

Our website and fortnightly e-newsletter offer a compelling mix of up-to-the-minute stories, expert blogs, in-depth features, videos and effective, call-to-action advertising opportunities for our commercial partners



FINANCE & LEGAL

expert legal advice, cutting costs and boosting efficiency



FACILITIES & BUILDINGS

playgrounds, heating, lighting, security, washrooms and more



CATERING

all aspects of food and drink, focusing on specialist caterers



SCHOOL LIFE

extra curricular activities, drama, music, sport, uniforms and careers



SUSTAINABILITY

from reducing your carbon footprint to eco-products and green pupil initiatives



INNOVATION

edtech updates, cloud technology, virtual learning environments and more

DIGI FACT #2
DWELL TIME: The average visitor spends 6 minutes, 55 seconds on the site

DIGI FACT #4
SOCIAL MEDIA: Academy Today has highly active Twitter and Facebook accounts

FIND US ONLINE

Unlike a print title, we offer...

- Up to the minute stories ✓
- Fortnightly newsletter ✓
- Highly active social media ✓
- Measurable advertising ✓

ACADEMY TODAY

Digital Advertising Rates

Content Marketing Services

Regular

Content uploaded to website immediately and initially featured on homepage:

- Content to receive social media push via Twitter
- Content to be used as a featured story in newsletter
- Read stats for hosted article provided

Total

- Single activity = £300 + vat per upload
- Annual content partnership = £100 p/m (12 uploads over 12 months) totalling £1,200 + vat Total

Specs

300 - 600 words & a hi-res images

Premium

- Tailored social media campaign targeting a specific audience as dictated by you (job titles, location, age, education sector etc)
- Pre-campaign commitment guaranteeing a minimum number of clicks that your article will attract
- Full analytics breakdown of campaign upon conclusion
- Content uploaded to website and initially featured on homepage
- Content to be used as a featured story in newsletter
- Read stats for hosted article also provided

Total

- Single Premium Activity = £550 + vat for 500 guaranteed clicks. Plus, an additional £250 for every additional 500 clicks we guarantee (we will inform you of maximum click amount that we'll guarantee according to the content brief you supply)
- Annual Premium Content Partnership = £350 p/m (12 uploads over 12 months) totalling £4,200 + vat. Plus, an additional £250 for every additional 500 clicks we guarantee (we will inform you of maximum)

Specs

300 - 600 words & hi-res images
Plus 3-4 hi-res images, 600 x 600 for social media images

E- Newsletter Sponsorship

Premium Newsletter Sponsorship

- Leader Banner on 3 consecutive monthly newsletters (per quarter)
- Sponsor Button on 3 consecutive monthly newsletters (per quarter)
- A text panel / news story in 3 consecutive monthly newsletters (per quarter)
- News story uploaded to our site each month over the quarter
- Social media support of news story each month for the quarter

Total

£1,199 + vat (discounted from rate card)

Standard Newsletter Sponsorship

- Sponsor Button on 3 consecutive monthly newsletters (per quarter)
- A text panel / news story in 3 consecutive monthly newsletters (per quarter)
- News story uploaded to our site each month over the quarter
- Social media support of news story each month for the quarter

Total

£699 + vat (discounted from rate card)

Digital Roundtable Events

An invite only, webinar style, recorded roundtable event between our client and up to 6 subscribers that match the job title preferences you supply.

- We source participants according to your brief and arrange a date and time for the roundtable
- Wild re and their client decide on roundtable topic
- All participants including the supplier get a question each that's opened up to the group for discussion. Wild re to chair
- Contact details of all participants shared with our client
- Recording provided to client for reference and their use
- Suitable for market research, networking and new business

Total

£750 + vat per sourced participant.

Mail Shots / Solus'

ONE OFF MAIL SHOT

Bespoke, exclusive mail shot to our database
= £500 + vat per mail shot

ANNUAL MAIL SHOT PARTNERSHIP

Bespoke, exclusive mail shot to our database every other month for 12 months = £2,394 + vat

Banner Partnerships

(monthly rates available)

Reskin / HPTO

To run for a quarter = £1,999 + vat
To run for 6 months = £3,600 + vat
To run for 12 months = £5,000 + vat

Masthead or Super Leader Banner

To run for a quarter = £1,200 + vat
To run for 6 months = £2,100 + vat
To run for 12 months = £3,600 + vat

Leader Board

To run for a quarter = £800 + vat
To run for 6 months = £1,200 + vat
To run for 12 months = £2,250 + vat