



Schools Welcome Folder

The easiest ways to reach the school and youth groups market
 Schools 'Welcome' Folder - The Essential Schools Visit Planner

The Most Widely Read
 The Schools 'Welcome' Folder is the essential school visits planner. It's in every school in Scotland.

It is the most reliable way to get your marketing leaflet into the hands of teachers who organise trips.

Value For Money

Many teachers read the same leaflet over the 12 month life of the folder. The cost of your annual standard advert is less than 10p per folder/school. 4,500 folders are produced.

Educational Focus

Information sheets, with clear symbols and a colour photograph, highlight your educational services. Your attraction is shown on a map of Scotland.

Advertising Options



Folder Standard Entry

- Your leaflet inserted in the the folder
- 1/5 Page listing on information sheet (70 words of copy, 1 photograph, contact details, curricular and facility symbols) plus a spot on the map

Folder Expanded Entry

- Your leaflet inserted in the the folder
- 2/5 Page listing on information sheet (140 words of copy, 2 photographs, contact details, curricular and facility symbols) plus a spot on the map

Folder Listing

- 1/5 Page listing on information sheet (70 words of copy, 1 photograph, contact details, curricular and facility symbols) plus a spot on the map

DEADLINES

Early booking prize draw

19
AUGUST

Booking, copy and artwork

16
SEPTEMBER

Early leaflet prize draw

1
NOVEMBER

Leaflet delivery

25
NOVEMBER

“ A very cost-effective way to target every school in Scotland.

Wendy Carrol,
 Marketing Officer,
 Dundee City Council



For more information, FAQs and what customers say see www.landmark-press.com/schoolsfolder



Youth Group Trips Website

The easiest ways to reach the school and youth groups market

We update youth group organisers with your news every month

When you buy an entry on www.grouptripsscotland.co.uk we'll email you every month for news and send an e-newsletter to every teacher and youth group organiser on our database.



Standard Website Entry - £50 supplement to Schools folder entry

All of the information supplied for the Schools folder also appears on your web page including links to your email and website plus a downloadable version of your leaflet.

Premium Website Entry - £100 supplement to Schools folder entry

As Standard Entry PLUS:

- The option to add pdf documents such as H&S, kids menus, risk assessments for child groups, various accreditation awards etc
- An unlimited number of images
- A video clip of your attraction
- News facility to promote new facilities or special events

In addition to showing on your own page, these display on the home page and are included in monthly e-newsletters to group organisers

Advertising Costs for Schools Folder and Youth Group Website

Options	Folder only 2012	Folder Plus Standard website entry	Folder Plus Premium website entry	Website only
Folder inclusive				
Standard entry	£440	£490	£540	
Expanded entry	£635	£685	£735	
Info sheet only	£295	£345	£400	
Website only				
Standard entry				£80
Premium entry				£125

Leaflet Design Advice

Contact Louize on
 ☎ 01479 841905,
 ✉ louize@landmark-press.com
 for our 'Good Design' checklist.

For more information, FAQs and what customers say see www.landmark-press.com/groups