



Schools *Welcome* Folder

Online and off - *the* way 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, and is also supplied to Directors of Education and language schools.

In Your Own Words

With your leaflet inserted, you have more scope to promote your attraction without the space constraints of a standard advertisement.

Value For Money

Leaflets inserted into folders work hard. Many teachers read the same leaflet over the 12 month life of the folder. The cost of advertising is only 9p per folder/school. 4,500 folders are produced.

Educational Focus

Information sheets, with clear symbols and a colour photograph, highlight your educational services. All advertisers are keyed to 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

20
AUGUST

Booking, Copy
and Artwork

17
SEPTEMBER

Early Leaflet
Delivery Prize Draw

1
NOVEMBER

Leaflet
Delivery

26
NOVEMBER

“High quality and focused, reaches teachers at the right time and in the right place - extremely cost effective, hits a huge audience that we would otherwise struggle to target. A key feature of our marketing.”

Catriona Cardie, Marketing Director, Our Dynamic Earth

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



Youth Group Trips Website



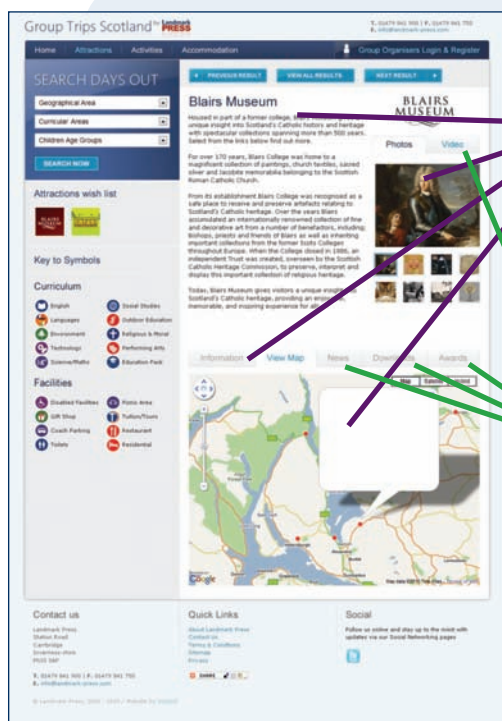
Youth Group Trips Website

Want to reach even more teachers and youth group organisers?

Our Schools folder is already distributed to every School in Scotland. In 2011 our new website www.grouptripsscotland.co.uk will add value for Schools folder advertisers and trip organisers alike with additional information and links to advertisers' own websites.

This website will be actively promoted to our database of teachers and youth group leaders.

Trip organisers will search for attractions by geographical area, curricular areas, and by children's age and interests.



Standard Website Entry - £50 supplement to Schools folder entry

All of the information supplied for your Schools folder entry will appear on your page on the website. It will include clickable links to your contact email and your website plus a pdf version of your leaflet and your attraction on a Google map.

Premium Website Entry - £100 supplement to Schools folder entry

As Standard Entry PLUS:

- The ability to add pdf documents to give additional information 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 items if you want to promote new facilities or special events. In addition to showing on your own page, these news items will also display on the home page

Advertising Costs for Schools Folder and Youth Group Website

| Options | Folder only 2011 | Folder Plus Standard website entry | Folder Plus Premium website entry | Website only |
|-------------------------|------------------|------------------------------------|-----------------------------------|--------------|
| Folder inclusive | | | | |
| Standard entry | £425 | £475 | £525 | |
| Expanded entry | £615 | £665 | £715 | |
| Info sheet only | £285 | £335 | £385 | |
| Website only | | | | |
| Standard entry | | | | £80 |
| Premium entry | | | | £120 |

Leaflet Design Advice

Contact Louize on
t: 01479 841905,
e: louize@landmark-press.com
for our "Good Design" leaflet.

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