

THE MOST EFFECTIVE WAY TO REACH PARENTS OF 4-11 YEAR OLDS

primary times

Reach 70,000 online users each month!



NATIONAL ADVERTISING OPTIONS

Leaderboard – Positioned at the top of each webpage and does not rotate with any other advert. Generates a minimum of 600,000 impressions per month.

MPU - Positioned on the right-hand side of each webpage. All MPU adverts rotate and generate a minimum of 600,000 impressions per month.

ADVERTISING SPECIFICATIONS

Advertisement	Dimensions	Max Size	Format
Leaderboard	728 X 90 pixels	50 KB	JPEG, GIF
MPU	300 x 250 pixels	50 KB	JPEG, GIF

Have your message delivered to 125,000+ inboxes across the UK!

NATIONAL ADVERTISING RATES

Advertisement	Price (+VAT)
Leaderboard	£400 per month
MPU	£300 per month
Online editorial	£150 per month
Monthly e-newsletter sponsorship	£500
Monthly e-newsletter feature	£150
Bespoke e-newsletter	£1,000

For more information call Sue on 01295 750 250
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