

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 990,000 impressions per month.

**MPU** - Positioned on the right-hand side of each webpage. All MPU adverts rotate and generate a minimum of 795,000 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 90,000+ inboxes across the UK and Ireland!

## 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 or email [sue.wintersgill@primarytimes.co.uk](mailto:sue.wintersgill@primarytimes.co.uk)