

# UK Education News Rate Card, January 2010

## 1: Using UK Education News for single stories

Your news item (which will of course lead into a promotion for your product) can be listed in UK Education News. It will stay on the site for about two working days. It will also be listed on one of the UK Education News blog sites, where it will be on permanent display.

- Single Press Release on UK Education News £25
- As above plus Headline & Ticker £50

The headline appears for a day in the "Breaking News" section. The ticker appears for a day in the Breaking News section at the top of the screen, and on the scrolling news section above that.

## 2: Using UK Education News on a regular basis

If you have an RSS feed on your site, and you are putting up stories and information regularly you can have your stories incorporated automatically as you publish them.

In this service the limit is a huge five stories per day.

- For 1 month unlimited RSS feed £70
- For 2 months unlimited RSS feed £120
- For 3 months unlimited RSS feed £160

Additional fee for headline and ticker: £100 per month.

## 3: Using UK Education News on a regular basis with two sites

This works as point 3 above but with two RSS feeds. (For example if you have two separate online sites each with its own RSS feed). In this service the maximum number of stories is five per day per site.

- For 1 month unlimited RSS feed on two sites £120
- For 2 months unlimited RSS feed on two sites £195
- For 3 months unlimited RSS feed on two sites £240

Additional fee for headline and ticker covering two sites £170 per month.

## 4: Text link in Education Resources section, Sponsored Links section or Blog roll

- Per month £30

## 5: Display Advert in "About this site"

- Per month £50

Advertisements should be 125 x 125, 88 x 31 or similar in GIF, JPEG or PNG format.

## 6: Banner Advertising across the top or down the right side of the site

- Please call 01536 399 013 to discuss your exact needs.

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