

How can we get our products and services in front of thousands of learning and development teams and practitioners?

Advertise with TrainerBase



The PERFECT place for TRAINERS

## Why advertise

TrainerBase runs its main web site [www.trainerbase.co.uk](http://www.trainerbase.co.uk) and a number of smaller satellite sites. This site has been operating since 2002 and has developed a credible brand presence within the learning and development marketplace over this extended period. Visitor numbers to web site is over 35,000 per month.

The TrainerBase has a registered user database of just under 6,000 individuals. TrainerBase sends close to 400,000 emails a year.

A number of products and service providers including Video Arts, Harbinger and ClientMagnets have been using the TrainerBase successfully for a number of years as a marketing channel. As a seller of products and services you can also benefit from significant market presence by using one or more of the existing channels that TrainerBase has to offer.

## Which channel?

### Web sites

Banners can be placed in the following positions

- Leader Banner ad (500x70)
- Left Skyscraper (125x50 min)
- Right Skyscraper (150x50 min)
- Main text area of the site (500x200 max)

### Email Update

Sent to 2,500+ part of a regular communication

- Skyscraper (144x100 min)
- Banner ad (500x70)

### Round robin email

This is for your own promotional material. You have the whole email to promote your service.

Sent out to:

- Trainers UK (2,200+) or
- Trainers All (3,000+) or
- Everyone UK (3,200+) or
- Everyone All (4,500+)

## How much will it cost?

### Web site banners

CPM Cost per 1,000 impressions.	Site positions (multiple pages per site/theme)			
	Home page	TrainerBase (general pages)	MembershipPages (require login)	
1. Leader Banner ad	50	30	30	30
2. Right Skyscraper per 50px h	25	15	15	15
3. Left Skyscraper per 50px h	25	15	15	15
4. Main text area (upper)	50	60	n/a	
5. Main text area (lower)	50	30	n/a	n/a

### Email

Cost per recipients sent to.	Trainers UK (2,200)	Trainers All (3,000)	Everyone UK (3,200)	Everyone All (4,700)
Email Update (single banner)	25	30	35	50
Email Update (single skyscraper)	10	12	15	20
Round robin email	195	255	300	450
Cost of html email set up (if not supplied finished).	50			
Email metrics (open and click through rate)	50			

To discuss your specific requirement please email [info@trainerbase.co.uk](mailto:info@trainerbase.co.uk)



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