



Media details:

Benefits

TrainerBase www.trainerbase.co.uk is part of The Learning Practitioners' Association and has been operating since 2002. Having a presence on this web site will put you in front of the 40,000+ visitors and visible on the 200,000+ page impressions per month.

The Learning Practitioners' Association has a registered user database of over 6,000 individuals. Having a presence in one of the regular email updates, promotions and opportunity alerts will place your product or service in the in box of users. The Association sends in excess of 500,000 emails a year.

As a seller of products and services you can benefit from significant market presence by using one or more of the existing channels that the Association has to offer.

Channels:

Web site

Leader Banner ad (500x70)
 Left Skyscraper (125x50 min)
 Right Skyscraper (150x50 min)
 Body block (500x200 max)

Email Update

Banner ad (500x70)
 Send to 4,500+

Round robin email

You have the whole email to promote your service
 Sent out to Trainers UK (2,500+) or Trainers All (3,300+) or Everyone UK (3,600+) or Everyone All (5,250+)

Costs

Web site

CPM Cost per 1,000 impressions.	Site theme positions (multiple pages per theme)					
	Common	Provider	Purchaser	Association	Home page	Profile
1. Leader Banner ad	25	25	30	25	40	30
2. Body block upper	50	50	60	50	40	N/A
3. Body block lower	15	15	17.50	15	20	17.50
4. Right Skyscraper per 50px h	10	10	12.50	10	15	12.50
5. Left Skyscraper per 50px h	10	10	12.50	10	15	12.50

Email

Cost per recipients sent to.	Trainers UK (2,500)	Trainers All (3,300)	Everyone UK (3,600)	Everyone All (5,250)
Email Update (single banner)				50
Round robin email	195	255	300	450



Positions on site

The Learning Practitioners' Association, incorporating TrainerBase, the place for excellence business skills, management trainers and other training providers, here to help your learning needs.

Learning Practitioners Association incorporating TrainerBase
01239 711544

1 76% of members would be encouraged to buy a TrainerBase sponsor's products and services
[Click to find out more](#)

Home | **For Training Purchasers** | For Training Providers | Trade Association | SEARCH [go](#)



The Learning Practitioners' Association: the place for trainers, learning developers and training advisers.

[Login](#) | [Join](#) | [Edit Profile](#) | [Download](#) | [Discuss](#) | [News](#) | [Shop](#) | [Market](#) | [TOMS](#)

- Join
- Find a Trainer
- CLPs
- Add an Opportunity
- Open Courses
- Custom Programmes
- Qualifications
- Featured Trainers
- Purchaser Resources

2 76% of members would be encouraged to buy a TrainerBase sponsor's products and services
[Click to find out more](#)

ABOUT US

TrainerBase is a database driven directory based web presence for Trainers, venue providers and for individuals and organisations looking to find and use a trainer or training provider to improve their performance. TrainerBase is run for trainers.

VALUES

TrainerBase supports the principle of an ethical and equitable environment where members of the training community can come together to share ideas, resources, opportunities and experiences. This sharing is done to enhance both the individual member and the site, for the benefit of all.

CONTACT DETAILS

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SA38 9DA

Registered Office Address;
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SA48 7DY

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Facsimile;
01239 711724

E-Mail Addresses;
General Enquiries - [info\[at\]trainerbase.co.uk](mailto:info[at]trainerbase.co.uk)

Company Registration no;
6456450

VAT no;
929023625

Memorandum and Articles of Association;
[Download pdf copy.](#)

Advertise HERE

5 Cost effective brand awareness
Your product or service in front of thousands of visitors a month for as little as £20 per 1,000 impressions.

Call 01239 711544 or click here to download our MEDIA DETAILS

www.trainerbase.co.uk

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3 76% of members would be encouraged to buy a TrainerBase sponsor's products and services
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1. Leader Banner ad
2. Body block upper
3. Body block lower
4. Right Skyscraper
5. Left Skyscraper

These details are relevant for July 2009 and are subject to change without notice: E&OE.