

THE CELTIC CLASSROOM

WWW.THECELTICCLASSROOM.COM

2018 AD RATES



www.thecelticclassroom.com

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The Celtic Classroom: Scotland in the Class
Rates for business that align with the mission of promoting Scottish Culture

	Advertisement inside of the the Teacher unit	Social Media organic posts and stories.	Coupon Offer directly to Facebook Group and mailing our teaching mailing list	Your business recommended in the UNIT RESOURCES GUIDE of the module	WEBSITE: www.thecelticclassroom.com Logo/ pic with description and link on "Scotland in the Classroom" Resources Page	Lesson created around your product or service (for life)
Sponsor a Lesson: \$5000 (the lesson with your brand remains in the module with no renewal fees)	300X250	5 FB/5 INSTA				
Sponsor a School: \$1297 per school or the current price of the unit when sponsorship is placed (AD runs for one year)	300X250	5 FB/5 INSTA per school sponsorship				
Basic Ad: \$500 (AD runs for one year)	300X250	2 FB/2 INSTA				

*Your sponsor ad will reach teachers who have the program **AND** those who have downloaded some of our freebies that we make available on our website and through facebook ads.

**ADs inside of the module will appear constant on the welcome page where it will be seen every time the teachers log in.

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SCHOOLS WITH THE UNIT (current as of August 25, 2018)

	Program Potential Reach
Raleigh, NC	Entire Elementary School teachers/Students/parents
Scotland County, NC	Entire Elementary School teachers/Students/parents
Fayetteville, NC	Entire Elementary School teachers/Students/parents
Swansboro, NC	Entire Elementary School teachers/Students/parents
Rocky Mount, VA	Entire Elementary School teachers/Students/parents
Fredericksburg, VA	Entire Elementary School teachers/Students/parents

Teacher Mailing List Stats (current as of August 25, 2018)

		Potential Reach	Monthly Growth on average
Mailing List (opens)	Teachers who have already opted in to be a part of the Celtic Classroom mailing list and open the mail	12,104	6%
Website	Launched in June 2018	23,000	9%

Conservative School growth potential based our 5 year plan

	est. # of Private and Public Elementary Schools	2019 Goal	2020 Goal	2021 Goal	2022 Goal
NC Schools	1,845	50	100	200	400
Elementary School in the United States	90,000	75	300	600	1000

* on average an elementary school has 503 students

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