



Advertising Specifications and Rate Card 2021

Bespoke Emails

We accept files in the following formats:

- Notepad (.txt)
- Word (.doc/docx)
- HTML (.html)

If links and images are not embedded within the email, we will need these too.

We will also need the chosen subject line (max 80 characters).

Collins BUILDING BRILLIANT VOCABULARY OUT NOW

NEW - Building Brilliant Vocabulary
60 lessons to close the word gap in KS3

Collins BUILDING BRILLIANT VOCABULARY
60 LESSONS TO CLOSE THE WORD GAP IN KEY STAGE 3
Author: Katie Ashford

Written by Katie Ashford, literacy specialist and founding teacher and Deputy Head at Michaela Community School

[Order here](#)

60 ready-made vocabulary lessons to improve KS3 students' conceptual knowledge and prepare them for GCSE 9-1.

- Help students understand challenging concepts by tackling high leverage Tier 2 words
- Unlock learning and reduce workload with a bank of vocabulary activities
- Clear teaching sequence for each word, helping students to use the word in a range of contexts

[Download sample pages](#)

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gcsepod
education on demand

Raising GCSE Science standards using formative diagnostic assessment
Introducing brand new Check & Challenge from GCSEPod

Check & Challenge
[READ MORE](#)

Where other resources focus on students answering question after question, our formative diagnostic assessment takes it to the next level. It's more like giving every student a star to build confidence and help them navigate the questions, a personal academic coach providing scaffolded support. It's suitable for students of all abilities and covers the full 1-9 range.

For teachers, Check & Challenge provides formative diagnostic assessment with meaningful and actionable feedback. The students do all the work while you focus your time on the areas that really matter and accelerate progress.

Check & Challenge

Click on the image above to watch our new Check & Challenge video explaining exactly how this brand-new feature works.

Check & Challenge gives the teacher a valuable insight into the students' application of knowledge and depth of understanding.

Book a demo now and quote Teachit for an additional 5% off a GCSEPod subscription.

[BOOK 10 MINUTE ONLINE DEMO](#)

"SINCE USING VIDEO TECHNOLOGY SUCH AS GCSEPOD MY LIFE HAS BECOME A LOT EASIER AND MY FEEDBACK CONSIDERABLY MORE EFFECTIVE."
Matthew Everett, Deputy Head
Central Warraton Catholic School

One resource for 27 subject and all abilities

We are a multi award winning digital publisher of in-depth curriculum knowledge for over 27 GCSE subjects. We are dedicated to improving the working lives of teachers and making GCSE learning stick.

[Find a rep](#)

Collins Resources for delivering a broad & balanced curriculum collins.co.uk/curriculum

ENRICH YOUR CURRICULUM
In the 2019 framework, Ofsted has put an emphasis on the value of a broad, rich curriculum and will be examining every school's provision across all subjects.
[Browse resources for Teachers' subjects](#)

SNAP SCIENCE
All levels from EYFSP to Year 6

The UK's No. 1 Primary Science Scheme. The comprehensive programme with everything you need to get your teeth into primary science.
[Free trial](#)

NEW!

Collins Primary History
Grow your pupils' understanding with knowledge-rich Page! books.
[Sample](#)

Collins Connected History
An enquiry-based scheme that supports children's deeper understanding.
[Sample](#)

Collins Primary Geography
Develop children's deeper knowledge and investigative skills with Booklet and Factsheets.
[Sample](#)

Collins Connected Geography
An enquiry-based scheme that develops subject knowledge and depth of skills.
[Sample](#)

Try all our online resources and create a custom package
[Find a rep](#)

Sign up for the Collins Primary newsletter and receive 20% off your next online order.
[Sign up](#)

Bespoke Email Creation

Teachit can build an email for you. We have three email templates, which are mobile and tablet responsive.

Working closely with our Website and Campaign Developer, you will be part of the email's design process.

If you would like us to create your email, you will need to provide:

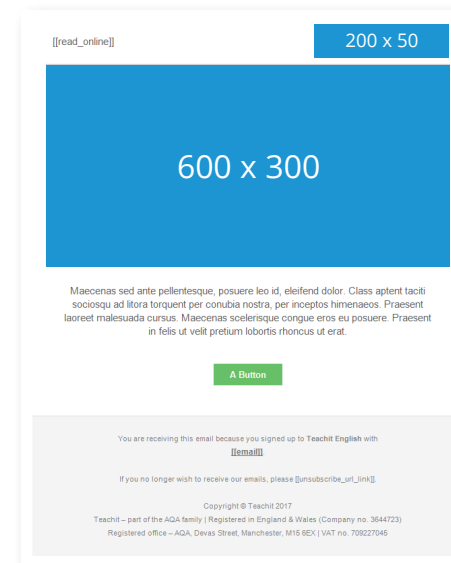
- Email subject line and email copy within a Word document
- Images/logos in the sizes outlined within the email templates.

[Click here](#) to see an example of Template 1

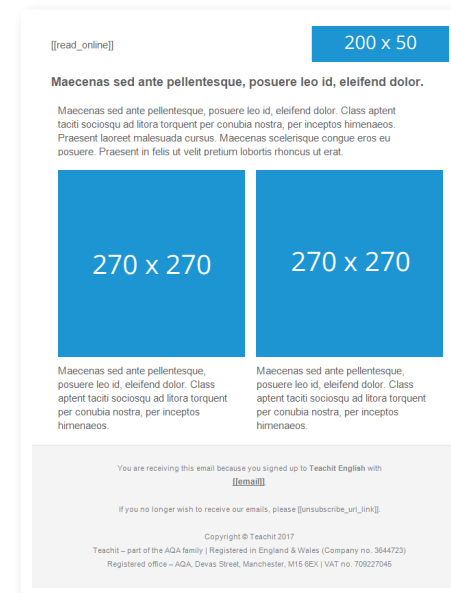
[Click here](#) to see an example of Template 2

[Click here](#) to see an example of Template 3

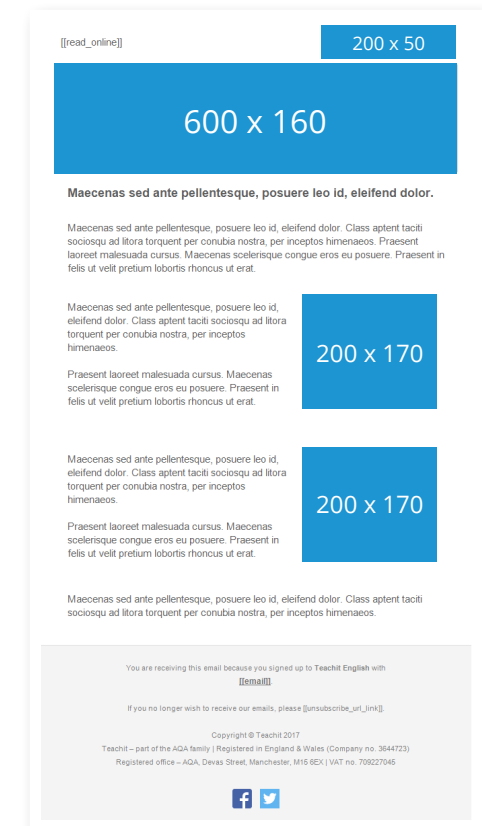
Template 1



Template 2



Template 3



e-Newsletters

We have 60-word and 150-word advertising slots, as well as a prime positioned digital banner advert available within our monthly e-newsletters.

Included in the editorial adverts is:

- 60/150 words
- 1 x image (400px x 340px)
- 1 x logo (200px x 200px)
- URL links

Included in the digital banner advert is:

- First page exposure placement on the e-newsletter for prime positioned engagement
- 1 x image (560 x 60)
- 1 x URL link

The screenshot shows a vertical e-newsletter layout. At the top, it says 'teachitenGLISH' and 'Welcome to What's new - Spring 2020'. Below this is a section titled 'What's new for March?' with a 'Latest resources' button. The main content area is titled 'This month's sponsor' and features a 'SCHOLASTIC' logo. The headline is 'Sign up for your free GCSE 9-1 History Study Guide'. The text describes the guide's benefits for teachers and students. There is a 'Request your free guide >>' button. Below this is a section for 'Free Teacher Late Event at Imperial War Museums, London' with a 'Book now' button. At the bottom, there is a section titled 'A note from the Editor' with the text 'Happy teacher, happy students'.

This screenshot shows another vertical e-newsletter layout. It starts with 'teachitenGLISH' and 'Welcome to What's new - Spring 2020'. The 'What's new for March?' section has a 'Latest resources' button. The 'In the news' section features two articles: 'Gender stereotyping of job roles increases in boys from the age of seven, but decreases in girls' and 'Returning to school after the coronavirus lockdown'. Below these are two more articles: 'Black pupils face trebled exclusion rate in some areas of England' and 'Flexible CPD from the Geographical Association'. Each article has a 'Read the article' button. The 'This month's sponsor' section promotes 'Get inspired to take action this term' with a 'Browse resources' button. The bottom section is for 'Flexible CPD from the Geographical Association' with a 'Take a look' button.

This screenshot shows a vertical e-newsletter layout for September. It begins with 'teachitprimary' and 'Welcome to What's new - Autumn 2020'. The 'What's new for September?' section includes a 'Latest resources' button. The 'Start of term resources' section features 'Getting to know you cards' and 'Roald Dahl Day'. Below these are 'Teachit Primary year planner 2020-21' and 'British Red Cross feature'. The bottom section is titled 'This month's highlights' and includes a link to 'Changes afoot at Teachit'.

Example of our e-newsletter banner

Homepage MPU

We will need:

- 1 x image (300px x 250px)
- URL link

Image can be in the following formats:

- JPEG
- PNG
- GIF

File size: 300kb (max)

[Click here](#) to see an example



Double MPU

We will need:

- 1 x image (300px x 600px)
- URL link

Image can be in the following formats:

- JPEG
- PNG
- GIF

File size: 400kb (max)



Banner

We will need:

- 1 x image (468px x 60px)
- URL link

Image can be in the following formats:

- JPEG
- PNG
- GIF

File size: 300kb (max)



Leaderboard

We will need:

- 1 x image (728px x 90px)
- URL link

Image can be in the following formats:

- JPEG
- PNG
- GIF

File size: 400kb (max)

[Click here](#) to see an example



Skyscraper

We will need:

- 1 x image (120px x 600px)
- URL link

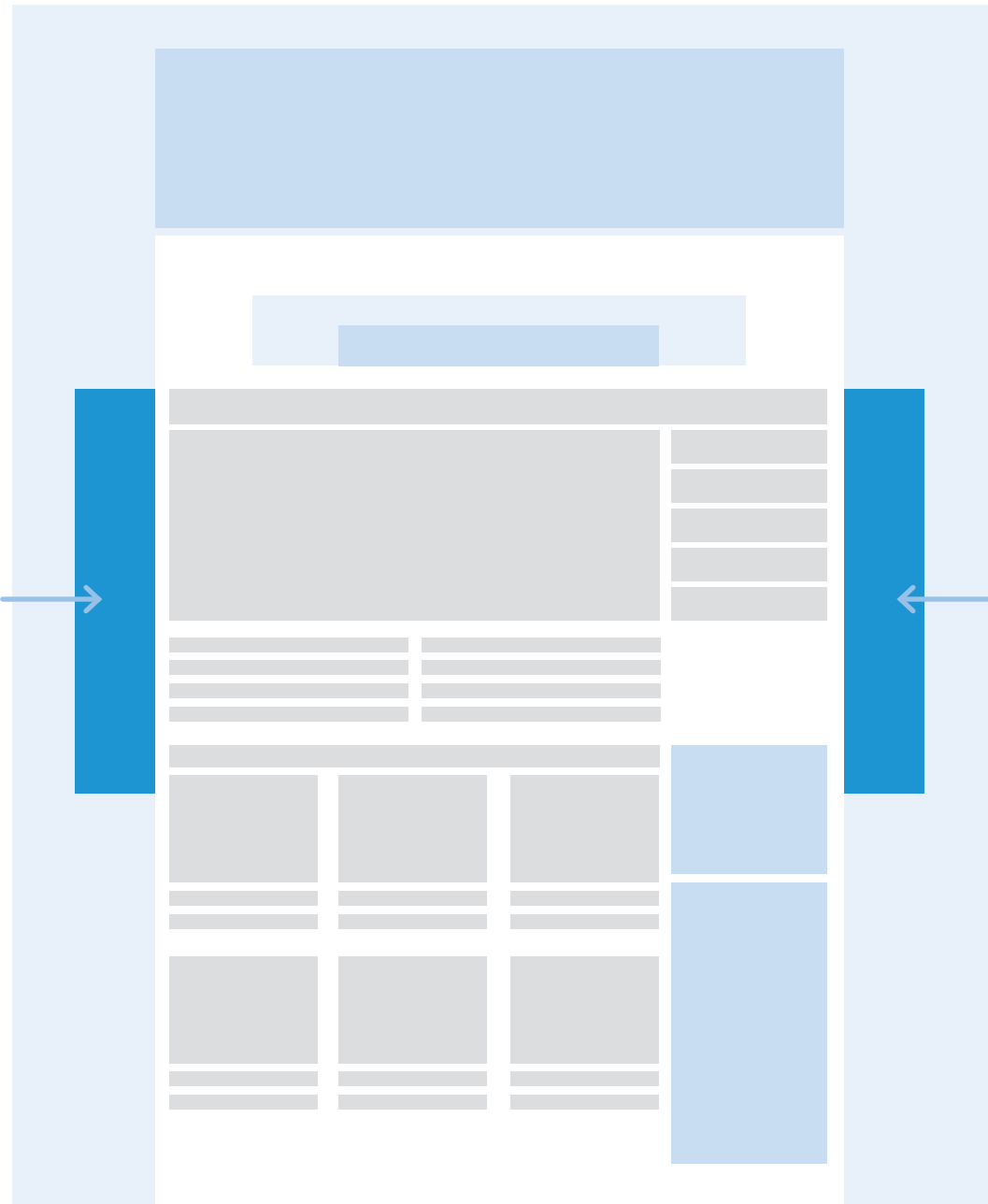
Image can be in the following formats:

- JPEG
- PNG
- GIF

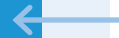
File size: 200kb (max) each

[Click here](#) to see an example

Skyscraper
120px x 600px



Skyscraper
120px x 600px



Billboard

We will need:

- 1 x image (970px x 250px)
- URL link

Image can be in the following formats:

- JPEG
- PNG
- GIF

File size: 400kb (max)

[Click here](#) to see an example



Homepage Takeover

We will need:

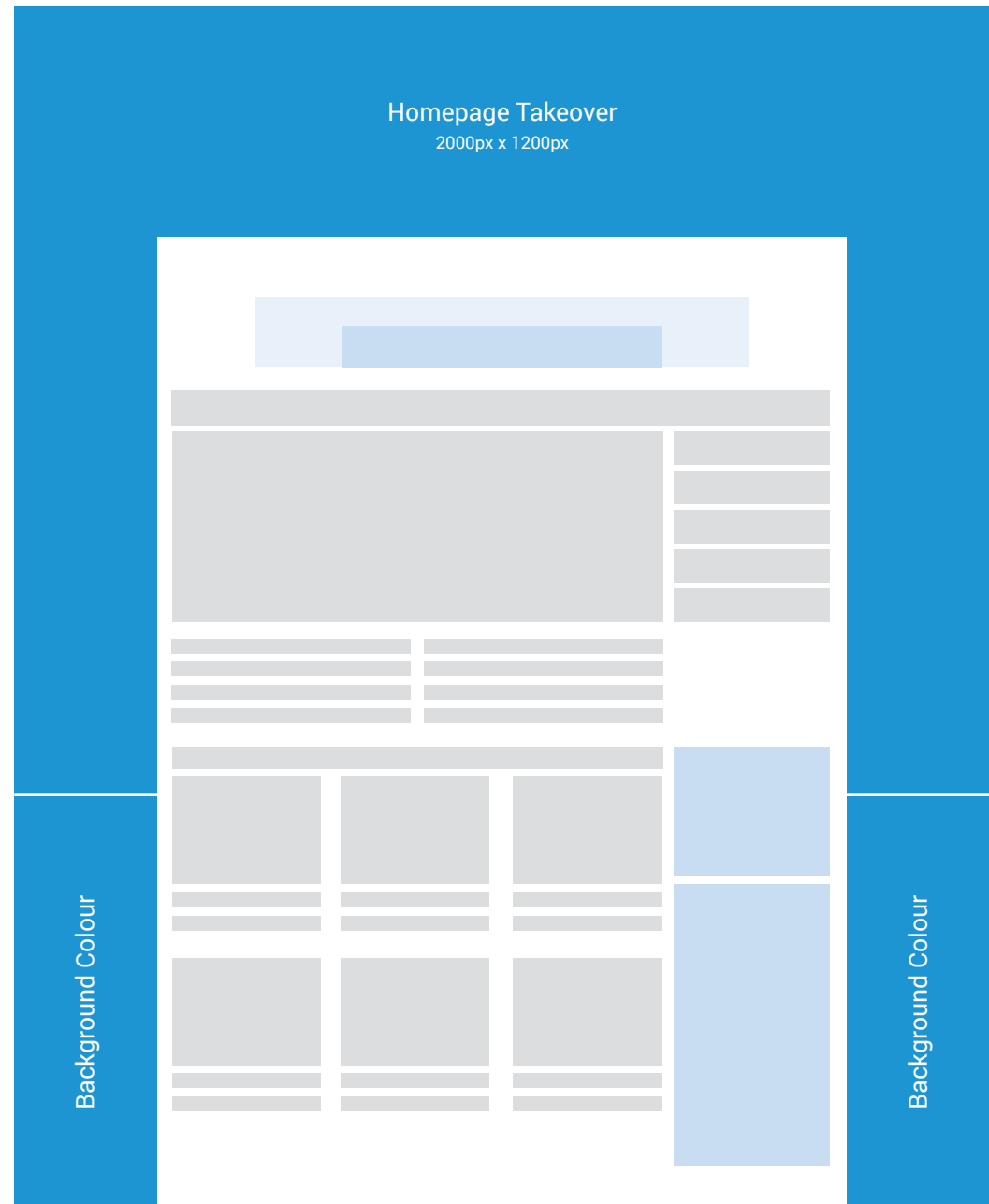
- 1 x image (2000px x 1200px)
- URL link
- HEX code or RGB ref for the background colour

Image can be in the following formats:

- SVG (preferable)
- PNG

File size: 500kb (max)

[Click here](#) to see an example



Email Advertising Rate Card (excl VAT)

Teachit website	Bespoke email	150 word e-Newsletter	60 word e-Newsletter	e-Newsletter banner
Teachit English	£2500	£900	£500	£900
Teachit Primary	£2500	£900	£550	£900
Teachit Maths	£1500	£400	£300	£400
Teachit Science	£1200	£350	£250	£350
Teachit Languages	£1000	£350	£250	£350
Teachit Geography	£900	£300	£200	£300
Teachit History	£900	£300	£200	£300

Digital Advertising Rate Card (excl VAT)

Teachit website	Homepage MPU	Double MPU	Banner	Leaderboard	Skyscraper	Billboard	Homepage Takeover
Teachit English	£600	£850	£1000	£1200	£1500	£1800	£2400
Teachit Primary	£500	£700	£850	£1000	£1250	£1500	£1800
Teachit Maths	£250	£300	£400	£500	£750	£900	£1000
Teachit Science	£250	£300	£400	£500	£750	£900	£1000
Teachit Languages	£250	£300	£400	£500	£750	£900	£1000
Teachit Geography	£150	£200	£300	£400	£550	£750	£900
Teachit History	£150	£200	£300	£400	£550	£750	£900

Clients who have advertised with us



Talk to us

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