



About Geography Southwest

Geography Southwest is a brand new website developed by an enthusiastic group of geographers in SW England. It aims to provide a wide range of geography resources to support geography education in the SW and beyond.

The website will comprise a number of distinctive pages including primary geography, secondary geography, geography at university, fieldwork and CPD. In addition, there will be pages focusing on visiting the SW, exploring the SW (using interactive GIS) and a page specifically focusing on climate change. Resources will be generated by teachers, university departments (e.g. UWE, Plymouth and Cambridge) and public/private organisations (e.g. Wildfowl and Wetlands Trust and the Environment Agency). For all concerned, the website represents an opportunity to increase awareness, engagement and exposure.

Our audience will comprise geography teachers and students across the UK and beyond at all levels (primary through to university); there is no other website like geography southwest!

Additionally, we expect our Visit SW pages to attract members of the public keen to explore the SW; we will have sections on places to visit, places to eat and places to stay. Collectively, this is a huge potential market of like-minded people . . . geography focused but interested in exploration, conservation, the environment and the 'great outdoors'.

Geography Southwest is a non-subscription, free to access website that will be available to everyone; all resources will be available free of charge.

Advertising Rates (September 2020 – August 2021)

We are offering advertising spaces for either a 6 or 12 month period.

6-months advertising period

There will be two 6-month advertising periods:

- 1 September 2020 – 28 February 2021
- 1 March 2021 – 31 August 2021

(As an introductory offer, we will be happy to place adverts free of charge during July and August 2020 prior to the first advertising period)

Spaces taken for a 6-month period will include 1 free change of advert

12-month period advertising

There will be one 12-month advertising period:

- 1 September 2020 – 31 August 2021

(As an introductory offer, we will be happy to place adverts free of charge during July and August 2020 prior to the advertising period)

Spaces taken for a 12 months period will include 2 free changes of advert

Advertising Spaces

HOME PAGE

Home Page Header Banner

Rate: 6 months: £600

12 months: £1000

Dimensions: 800 x 130px



There are two homepage top banners – they will stay static and are each charged separately.

Geography Southwest is a registered Partnership. For any further information, Terms and Conditions and Privacy Notice please email gswinfo@geographysouthwest.co.uk.

Home Page Sidebar

Rate: 6 months: £425

12 months £800

Dimensions 800 x 800 pixels

There are two advertising squares. The top square will be allocated on a 'first come first serve' basis



LANDING PAGES

Landing Page Header Banner

Rate: 6 months: £425

12 months: £800

Dimensions: 800 x 130px



Header Banners are offered on landing pages for all main areas of the website:

- Primary
- Secondary
- University
- Fieldwork
- CPD
- Visit SW
- News/Events
- Climate Change

There are two landing page top banners – they will stay static and are each charged separately.

Landing Page Sidebar

Rate: 6 months: £250

12 months: £450

Dimensions 800 x 800 pixels

Side bars adverts are offered on all landing pages of the website:

- Primary
- Secondary
- University
- Fieldwork
- CPD
- Visit SW
- News/Events
- Climate Change



There are three advertising squares per landing page. The top square will be allocated on a 'first come first serve' basis.

SUB PAGES

Sub-Page Sidebar

Rate: 6 months: £150

12 months: £280

Dimensions 800 x 800 pixels

Side bar adverts are available on all sub-pages.

There are two advertising squares per sub-page. The top square will be allocated on a 'first come first serve' basis.

