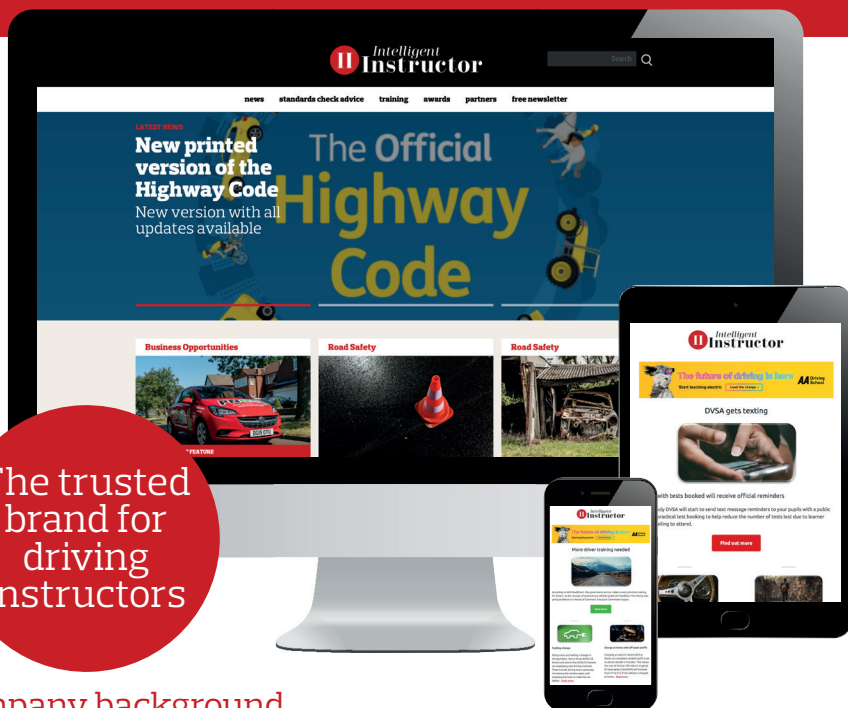


# Intelligent Instructor

## Digital media pack



The trusted  
brand for  
driving  
instructors

## Company background

Intelligent Instructor was established in 2015, initially as a monthly trade magazine, but has now grown to become a digital and events business. It's now the leading publisher at the heart of the driving instructor industry, delivering credible, independent content to driver trainers.

intelligentinstructor.co.uk is a news-based website attracting 4,500+ monthly unique users. 8,000+ instructors are registered to receive Intelligent Instructor's weekly e-newsletter, and have opted in to receive third party marketing emails, 2,000 of whom can also be reached via SMS. Intelligent Instructor has a growing audience on Facebook, with 5,000+ loyal followers.

Intelligent Instructor partner with the ADINJC, the UK's largest driving instructor association, to run two events each year; the ADINJC & Intelligent Instructor National Conference & Expo and the ADINJC & Spring Conference & Expo. These one-day, free to attend events see the largest gathering of instructors in the UK each spring and autumn. In 2022, we welcomed a total of over 1,300 instructors to these events, and worked with over 50 industry suppliers to help showcase their products and services to these captive audiences.

The Intelligent Instructor Awards are highly sought after and credible, digitally-based awards, rewarding the best in class for instructors, driving schools and suppliers within the industry.

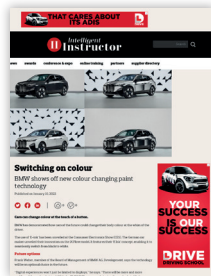
## Intelligent Instructor offer six digital advertising channels

Intelligent Instructor can run campaigns to put your brand in front of an engaged online audience of driving instructors, offering powerful branding opportunities and trackable response. Intelligent Instructor offer six digital advertising channels.

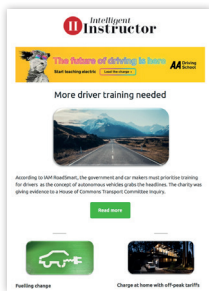
■ **Eshots:** our most popular digital channel. Broadcast your marketing messages directly into the inbox of 8,000+ driving instructors. The HTML email is 'Sent' by Intelligent Instructor with your own subject line. Our trusted brand guarantees exposure to your target market, average open rate a staggering 54%!!! (Jan - Oct '22).



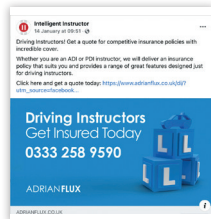
■ **Display advertising:** run leaderboard, double MPU and MPU advertising units on [intelligentinstructor.co.uk](http://intelligentinstructor.co.uk), offering unrivalled branding opportunities to the site's 4,500 unique visitors each month.



■ **Weekly newsletter:** a round-up of news broadcast to the 8,000+ ADI database each Friday afternoon. Available ad units include leaderboard ad and MPUs. Newsletter average open rate an impressive 43%. (Jan - Oct '22).



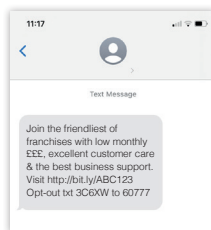
■ **Facebook boosts:** run a promotion via a social media 'boosted' post to reach 10,000 instructors via Facebook, whilst having this message appear on Intelligent Instructor's feed which has 5,000+ followers.



■ **Advertisement feature:** up to 500 words of sponsored content including links, images, logos and video, promoted prominently from the home page, via 'News' and receiving a prominent position on that week's newsletter.



■ **NEW Text marketing:** a brand-new channel offering a super-powerful way to target the instructor. Broadcast your marketing message through SMS directly to the mobile phones of 2,000+ driving instructors. The text is 'Sent' by Intelligent Instructor and you have 160 characters to convey your marketing message, including a trackable link.



## intelligentinstructor.co.uk display advertising

intelligentinstructor.co.uk offers select display advertising opportunities throughout the site via leaderboards, double MPUs and single MPUs allowing your brand to engage with our online audience.

- 4,560 monthly unique users,  
8,897 monthly page views  
(Google Analytics period Sept '21 – Aug '22)

## Sites and placements

- **Leaderboard** 728(w) x 90px(h)  
Prime position, above masthead
- **Double MPU** 300(w) x 600px(h)  
Prime position, above the fold, the largest of ad sizes is positioned next to editorial in the right-hand column
- **MPU 1** 300(w) x 250px(h)  
The most prominent MPU appears as the first ad slot within the article and below the fold
- **MPU 2** 300(w) x 250px(h)  
Appears below the fold and is the second ad slot within the article
- **MPU 3** 300(w) x 250px(h)  
Appears run of site, positioned at the foot of each page
- **Advertisement feature** – highlighted as sponsored content, the story/article is displayed as a promotional panel on the home page, within a prominent place in the 'News' section and promoted via the Intelligent Instructor newsletter.

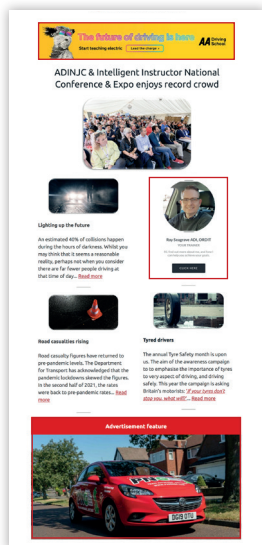
The screenshot displays the homepage of intelligentinstructor.co.uk with several advertising opportunities highlighted:

- Leaderboard:** A yellow banner at the top right with the text "LEADERBOARD" and a small graphic of a car.
- Double MPU:** A large yellow advertisement on the right side of the page, titled "Save up to a week on fuel costs" and featuring a car.
- MPU 1:** A small advertisement within the main article area, titled "MPU1" and featuring a person in a blue uniform.
- MPU 2:** Another small advertisement within the main article area, titled "MPU2" and featuring a person in a blue uniform.
- MPU 3:** A small advertisement at the bottom of the page, titled "MPU3" and featuring a person in a blue uniform.
- Advertisement feature:** A highlighted section within the main article area, titled "Pavement tax" and featuring a car.

The website layout includes a masthead with the "Intelligent Instructor" logo, a navigation menu, and a main content area with various articles and images.

## Intelligent Instructor newsletter

Intelligent Instructor newsletter broadcast weekly to over 8,000 driving instructors who have opted-in to Intelligent Instructor. Each news story links straight to intelligentinstructor.co.uk with each display advert linking to the client's website. Advertisement features are promoted via the newsletter and links through to the full article on intelligentinstructor.co.uk.



**BANNER**

**MPU**

**NATIVE ADVERTISING**

## Intelligent Instructor newsletter ad sites

- **Banner** 560(w) x 69px(h)  
The most prominent ad site towards the top of the newsletter
- **MPU** 300(w) x 250px(h)  
One of three adverts appearing in the newsletter
- **Advertisement feature**  
Appears as a sponsored news story within the newsletter and promoted on the home page of the website.

## Website partnership

Benefit from the full blend of Intelligent Instructor's digital touch points over a 12-month period. Each partnership comes with the added value of having sector exclusivity on website display adverts, plus have your own 'Partner' landing page on the site, too.

The package includes exposure over 12 months;

- 12 months display advertising running on intelligentinstructor.co.uk, with sector exclusivity
- six eshots



- six Facebook boosted posts
- six SMS campaigns
- six advertisement features



- 12 newsletter display adverts



## Advertising prices (Price per month. All prices are subject to VAT)

### **intelligentinstructor.co.uk**

	<b>1 month</b>	<b>3 months</b>	<b>6 months</b>	<b>12 months</b>
<b>Website partnership</b>	-	£2,500	£2,250	£1,750
<b>Leaderboard*</b> 728(w) x 90px(h) & 320(w) x 100px(h)	£750	£700	£625	£500
<b>Double MPU*</b> 300(w) x 600px(h) & 320(w) x 100px(h)	£625	£575	£500	£450
<b>MPU 1</b> 300(w) x 250px(h)	£425	£400	£375	£325
<b>MPU 2</b> 300(w) x 250px(h)	£325	£300	£275	£225
<b>MPU 3</b> 300(w) x 250px(h)	£375	£350	£325	£275
<b>Advertisement feature**</b>	£650	£625	£575	£500

### **Intelligent Instructor newsletter**

	<b>1 month</b>	<b>3 months</b>	<b>6 months</b>	<b>12 months</b>
<b>Banner</b> 560(w) x 69px(h)	£350	£325	£300	£275
<b>MPU</b> 300(w) x 250px(h)	£250	£225	£200	£175

### **Eshots (8,000+ ADIs)**

<b>Number of sends</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>12</b>
	£795	£695	£625	£575

### **Facebook boosts\*\*\* (10,000+ ADIs)**

<b>Number of boosts</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>12</b>
	£395	£345	£295	£245

### **Text marketing \*\*\*\***

<b>Number of broadcasts</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>12</b>
	£395	£345	£295	£245

\* A secondary ad size needs supplying to allow it to be displayed correctly on mobile

\*\* Up to 500 words of sponsored content including links, images, logos and optional video link

\*\*\* We suggest the message supplied contains 150–250 characters, one landscape image (1200px x 628px) and url

\*\*\*\* You have 110 available characters to convey your message, including spaces.

In addition to that we shall add a bit.ly url link and a short opt out message.

CONTACT US - 0845 47 47 035

**RICHARD STORRS**

Publisher

**07707 564 422**

**richard@**

**intelligentinstructor.co.uk**

**RACHAEL BUTLER**

Advertising Manager

**07974 186 445**

**rachael@**

**intelligentinstructor.co.uk**