



[www.primarytimes.net](http://www.primarytimes.net)



### Statistics/Tracking

**Unique Monthly Users:** 95,000  
**Monthly Page Impressions:** 1.1 Million

### Advertising Rates on National Pages

(Run of Home, Magazine, Competitions, Parents, Kids and Teacher Times, Reviews, Forums, About Us, and regional pages where no regional ads are running)

Banners	Size in pixels	Price
Leaderboards (top of page)	728 x 90	£12 per thousand impressions
MPUs (box adverts)	336 x 280	£16 per thousand impressions
Buttons	120 x 60	£8 per thousand impressions
Newsletters		£50 per thousand national emails £75 if specifically tailored to a region

All prices quoted are subject to VAT at the standard rate (20%).

### Advertising Rates on Local Pages

Banners	Size in pixels	Price
Leaderboards (top of page)	728 x 90	£200 per month
MPUs (box adverts)	336 x 280	£250 per month
Buttons	120 x 60	£100 per month
Newsletters		£50 per thousand national emails £75 if specifically tailored to a region

All prices quoted are subject to VAT at the standard rate (20%).

We charge for creation of graphics/adverts on your behalf at a minimum charge of £10 for a simple graphic image. The creation of banners and more complex work is charged at £25 per hour.

**Contact Polly Durbin at Burst Media: [pdurbin@burstmedia.com](mailto:pdurbin@burstmedia.com) 0203 551 4720**

### Technical Data

JPEG or GIF – Exact address/URL required for hyperlink