

LANTRA



Apprenticeship Advertising Opportunities

Lantra - at a glance

Lantra represents 230,000 businesses in the land-based and environmental sector – that's approximately one in every ten UK businesses, around 1 million workers and 500,000 volunteers.

We are committed to helping these businesses and individuals access the training, qualifications, skills and knowledge they need across England, Northern Ireland, Scotland and Wales.

Not only do we work closely with leading figures from each of our 16 industries, we also partner with trade associations, membership bodies, unions, business support organisations, funding agencies, specialist land-based colleges and training providers and awarding bodies.

As a result, our online presence and industry magazine provides you with an exciting advertising opportunity where you can reach the right people at the right time.

About www.lantra.co.uk

Lantra's website continues to go from strength to strength, with over 21,000 visitors each month.

Supporting the sector with a range of tools and information, Lantra.co.uk attracts visitors from all over the world with thousands coming back time and again.

Updated everyday with the latest news and events, the site also:

- Has dedicated sections to each of our 16 industries
- Features exclusive content on industry research, funding and training
- Includes a course search facility attracting businesses and individuals looking for training throughout the UK
- Promotes career and job opportunities supported by real life case studies
- Contains all the latest news from not only Lantra but the rest of the sector
- Has a dedicated business listings section capturing all types of businesses in the sector

Our industries

- Agriculture
- Animal care
- Animal technology
- Aquaculture
- Environmental conservation
- Equine
- Farriery
- Fencing
- Fisheries management
- Floristry
- Game and wildlife
- Horticulture, landscaping and sports turf
- Land-based engineering
- Production horticulture
- Trees and Timber
- Veterinary activities



Lantra Online Statistics

- A Google ranking of 6
- 21,000 (approx) visitors a month
- Visitors spend an average 4 minutes 11 seconds on the site – 25% longer than the average site
- Visitors view over 20% more pages than an average site

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Apprenticeships on Lantra.co.uk

Each month, thousands of these visitors (over 4,000 on average) come to our dedicated Apprenticeship section. This year, we are launching a brand new enhanced section on Apprenticeships with:

- Two new introductory pages, one for learners and one for businesses, to give an overview of the 12 land-based and environmental Apprenticeships and the benefits they can bring
- Two dedicated pages on each of our 12 Apprenticeships, one for learners and one for businesses, providing more detailed information on what the Apprenticeship entails, case studies and more. In addition, we will be providing visitors with a list of training providers that deliver that specific Apprenticeship so they can be contacted for by interested parties.

Online Advertising Opportunities

You can take advantage of a number of opportunities with us at Lantra.co.uk:

- Advertising on the two main introductory pages
- Advertising on a specific Apprenticeship page
- If you are a training provider you could enhance your profile on our list of providers

Advertising Information

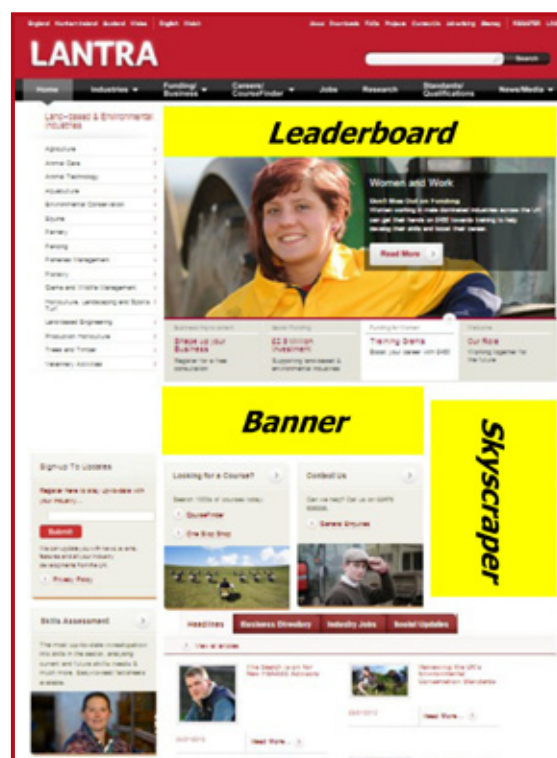
We have three different types of adverts:

- Leaderboard
- Skyscraper
- Banner

Adverts are booked in blocks of 4 weeks so you can be seen by the thousands of visitors we receive each month.

Website advertising prices:

Landing page	
Banner	£75 plus VAT
Skyscraper	£100 plus VAT
Leaderboard	£150 plus VAT
Apprenticeship specific page	
Banner	£50 plus VAT
Skyscraper	£75 plus VAT
Leaderboard	£100 plus VAT



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Advertising Information

Can you design my advert for me?

Our prices are so competitive as we haven't included design in the cost. However, we are happy to design your advert for you at the following charges:

- Image = £35 plus VAT
- Flash = £70 plus VAT

These prices include up to 2 amendments, further amends will be charged.

What format does my advert need to be in?

Standard image banners can be supplied in any of the following formats: GIF, PNG, JPG or BMP files
Flash banners need to be supplied as SWF files.

What apprenticeship specific pages are there?

Agriculture

Animal care

Environmental conservation

Equine

Farriery

Fencing

Floristry

Game and wildlife management

Horticulture

Land-based engineering

Trees and timber

Veterinary nursing

Why advertise with us?

- Lantra.co.uk is a prime source of information for businesses and individuals in the land-based and environmental sector – we are sector specific so you can be sure you are reaching the right audiences
- It is very easy and simple to do – you can simply upload or email your advert to get started or let us do the hard work for you
- Its quick – your advert could start working for you in a matter of days
- It will help you stand out from the crowd, increase awareness and generate a direct response – whether that's visitors to your website or calls to your organisation

Contact details

If you are interested in advertising on Lantra.co.uk please contact Louise or Rebecca on:

Email: connect@lantra.co.uk

Telephone: 0845 707 8007

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Rates for Apprenticeship listings

Free listing

Training providers will their your company name, telephone number, email address and Apprenticeships offered displayed free of charge on our Apprenticeships listing page so learners know who to contact about studying an Apprenticeship.

Upgrade your listing from £15

You will not only benefit from the features offered in the free listing but you will also have displayed a link to your website, company profile and logo.

The screenshot shows the Lantra website interface. At the top, there is a navigation bar with links for 'England Northern Ireland Scotland Wales', 'English Welsh', 'About Downloads FAQs Projects Contact Us Advertising Sitemap', and 'REGISTER LOGIN'. The main header features the 'LANTRA' logo and a search bar. Below the header is a navigation menu with options: 'Home', 'Industries', 'Funding/Business', 'Careers/CourseFinder', 'Jobs', 'Research', 'Standards/Qualifications', and 'News/Media'. The main content area displays an apprenticeship listing for 'Lantra'. The listing includes contact information: 'Tel: 02476 69 69 96', 'Web: www.lantra.co.uk', and 'Email: online@lantra.co.uk'. It also states 'Apprenticeship offered: Agriculture'. An 'About Lantra:' section follows, describing the organization's mission: 'Raising skills. Backing business. Training, skills and workforce development are essential to business success. That's why at Lantra we're committed to helping land-based and environmental businesses access the training, qualifications, skills and knowledge they need. We are the UK's Sector Skills Council for land-based and environmental industries.' At the bottom of the listing, there are two identical rows of contact information: 'Lantra Tel: 02476 69 69 96 Email: online@lantra.co.uk Apprenticeship offered: Agriculture'.

Website Apprenticeship listing prices*

Number of listings	1 month	3 months	1 year
1	£15	£30	£60
2	£28	£56	£112
3	£39	£78	£158
4	£49	£98	£196
5	£55	£110	£220
6	£60	£120	£240
7	£64	£128	£256
8	£66	£132	£264
9	£70	£140	£280

* VAT not included in above listing prices

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Connect advertising

Advertise in our magazine?

Do you want to have your business featured in Lantra's industry magazine, sent to over 10,000 individuals, careers councillors, colleges, businesses, trade associations and politicians?

If yes, then we can offer you advertising space in our Connect Magazine, so you can get your company seen by thousands.

We are creating a special Apprenticeship issue of Connect Magazine, designed to act as a reference tool to businesses and individuals. Spaces are very limited, so act now to secure your prime advertising location.



With over 10,000 subscribers don't miss your opportunity to get seen

Advertising rates

- Premium pages (inside covers, back page):
 - > Full page - £400 plus VAT
 - > ½ page - £200 plus VAT
 - > ¼ page - £100 plus VAT
- Internal pages:
 - > Full page - £200 plus VAT
 - > ½ page - £100 plus VAT
 - > ¼ page - £50 plus VAT

Find out more

Take a look at our latest issue, you can also take a look at previous issues. Also if you haven't done so already then make sure you register to receive your free copy at www.lantra.co.uk/connect.

For more information speak to Louise or Rebecca on 0845 7078007 or email connect@lantra.co.uk.

