

# isbi SCHOOL SEARCH

Reach, Engage & Convert with the  
**isbi School Search Directory**





## Find + Compare Your Ideal Schools Here:

Enter location or school name and select from below

Entry Age



Leaving Age



Search & Compare Schools



International Schools



School Open Days & Visits



Help Articles & Guides

# isbi

## SCHOOL SEARCH

✓ **An essential resource for parents and students since 1987**

✓ **Where 1000s of families find their ideal school every month**

✓ **A cost effective way for schools to build reputation and awareness**

✓ **Powered by advanced Google API Search, Mapping and Filtering**

✓ **Offering enhanced School Profiles, Favouriting & Comparison**

✓ **Drawing on numerous data points about each school**

✓ **Leaders in Open Day & Virtual and Private Tour promotion**

✓ **Helping schools to reach, engage and convert new pupils and students**

✓ **isbi.com School Search Directory attracts prospective families who are actively looking for schools like yours**

✓ **We have 15,000 visitors per month**

✓ **We have over 220+ happy client schools across the UK**

# isbi SCHOOL PROFILE ANNUAL PLAN

## Get the most out of isbi school search

- ✓ Google-powered search
- ✓ 'Featured' status giving top ranking in all related school searches
- ✓ Geotargeting through our location pages

## Personalise your school profile to maximise interactions with prospective parents

- ✓ Premium content (including video, photographs, full details of Open Days & Visits etc.)
- ✓ Premium messaging (the option for prospective families to express interest, book a visit etc.)
- ✓ Premium status (with no competitor advertising)
- ✓ Enhanced Open Day & Events advertising and promotion (see our searchable Open Days page <https://www.isbi.com/school-open-days/> )
- ✓ 1 x 4 weeks of 'Display In-Page' Medium Rectangular banner advertising to use to promote your Open Days & Visits, Scholarships & Bursaries etc.

## Save on other isbi services

- ✓ 50% off any additional banner advertising for your school throughout the year
- ✓ 20% off attendance at isbi Events Conferences & Events including the annual 'Future Facing' and 'Know Your Audience' and occasional Masterclasses too
- ✓ Special introductory price for 'isbi presents a parent's view' podcast series

**£750 +VAT per annum**

# isbi **DISPLAY BANNER** **ADVERTISING**

## LEADERBOARD DISPLAY BANNER

- ✓ 728 x 90 pixel banners – compatible with Google Ad sizes (a graphic design service is available if required)
  - ✓ Top of page placement, run of the site, randomised
- 4 Weeks - £450 + VAT  
8 Weeks - £700 + VAT (saving £200)  
12 Weeks - £900 + VAT (saving £450)



## MEDIUM RECTANGLE DISPLAY BANNER

- ✓ 300 x 250 pixel banners – compatible with Google Ad sizes (a graphic design service is available if required)
  - ✓ In-page placement, run of the site, randomised
- 4 Weeks - £300 + VAT  
8 Weeks - £450 + VAT (saving £150)  
12 Weeks - £600 + VAT (saving £300)



## MEDIUM RECTANGLE + LEADERBOARD DISPLAY BANNER

- 4 Weeks - £600 + VAT (saving £150)  
8 Weeks - £900 + VAT (saving £250)  
12 Weeks - £1150 + VAT (saving £350)

**isbi** **SCHOOL  
SEARCH**

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