

# Advertising opportunities

Advertising with the Literacy WAGOLL can provide your organisation with a unique opportunity to access engaged literacy professionals who are not otherwise accessible to third parties.

Please see our different options below:

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| Literacy WAGOLL website* Our website www.literacywagoll.com has over 20,000 monthly unique users
* The main audience for our website is UK and global education professionals
* Visitors use the site for literacy resources and teaching ideas.
* News stories focus on current news about our work and literacy in the UK
* Blog articles are posted through Medium and appear on our website. These are more personal and are linked to a current issue or event

**Costs to advertise:** * Place a month-long advert to appear on the www.literacywagoll.com homepage: £250
* Write a guest blog (www.literacywagoll.com/blog) with image: £50
 | Social media* We have 1,500 [Twitter](https://twitter.com/Literacy_Trust) followers and post between five and 10 times a day
* We have 2,000 likes on [Facebook](https://www.facebook.com/nationalliteracytrust/?ref=bookmarks) and we post once every day
* Our posts are image-led and cover our work, literacy trends and news of interest to our followers
* Our followers include teachers, teaching assistants and senior leaders.

**Cost to advertise:*** A package of 4 Facebook and 4 twitter and 1 Instagram post: £25
* A package of 8 Facebook and 8 twitter and 1 Instagram post: £45
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| Blog posts* Our website www.literacywagoll.com has over 20,000 monthly unique users
* The main audience for our website is UK and global education professionals
* Blog content includes teaching Ideas, PD, literacy trends and news of interest to our followers.

**Costs to advertise:*** Write a guest blog (www.literacywagoll.com/blog) with image: £50
* Blog Mentions with link: £25
 | YouTube Channel* We have 1,000 views on YouTube and we post once every two weeks.
* Our videos are visual and engaging which cover teaching Ideas, PD, literacy trends and news of interest to our followers.
* Our followers include teachers, teaching assistants and senior leaders.

**Costs to advertise:*** Brand plugs and reviews: £200
* Sponsorship of a theme: from £200
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For more information or to book your advert, please email literacywagoll@live.com