

# 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 |
| 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 |

For more information or to book your advert, please email literacywagoll@live.com