

## 'TermDates' Advertising Connects Local Business With Local Customers

Tuesday 19 January, 2016

Brand new advertising opportunity puts affordable web advertising in reach of local businesses.

A 'one of a kind' web service created to bring together term and holiday dates from across the UK has recently announced the launch of an innovative advertising program, designed specifically to put local businesses in front of local customers.

Included in the 'Best New Websites' in Web User magazine, TermDates.co.uk is a simple solution to help parents, teachers and those people working in the travel, tourism and hospitality industry to find the term and holiday dates for any primary and secondary school in the UK. With visitors being primarily parents and from across the width and breadth of the UK, the website provides a unique advertising opportunity for local businesses to position their brand right in front of the right people in their area.

TermDates founder, Jason Korinek, commented: "The advertising opportunities we're offering are highly effective and extremely affordable for any business. It's a very simple process - businesses wanting to advertise with us can choose to show their advertisement on pages that relate specifically to schools in their area, meaning they'll be getting their ad seen by potential customers from the same area."

Jason continued: "Not only does this mean ads are geographically targeted, but advertisers won't be paying to appear on non-relevant pages, which can often happen with larger advertising platforms."

To ensure maximum exposure and return-on-investment for advertisers, TermDates are only allowing one header and one footer banner to appear on each page, meaning local businesses can specifically select the pages they'd like to appear on, whilst not having to worry about competing for views on a page.

Having already received over 650,000 unique visitors in January alone, the new advertising opportunities are expected to draw considerable interest from local businesses including tutors, after school clubs and holiday camp providers as well nationwide advertisers in the travel, tourism and hospitality industry.

For further information on the opportunities available, please visit <https://termdates.co.uk/advertise>

About TermDates.co.uk

TermDates.co.uk is the National Register of Term Dates and School Holidays for more than 29,000 primary and secondary schools in the UK. TermDates.co.uk is a modern, aesthetically pleasing and mobile responsive website that takes the hassle out of planning for parents by enabling them to easily find the term & holiday dates for any school in the UK.

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### Media:

[TERMDATES.CO.UK](https://termdates.co.uk)

PRIMARY AND SECONDARY SCHOOLS

### Related Sectors:

Business & Finance :: Education & Human Resources :: Media & Marketing ::

### Related Keywords:

Term Dates :: Display Advertising :: Website Advertising :: School Holidays ::

### Scan Me:



## Company Contact:

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