Advertising | Rate Card

Website banner

When you choose to display your banner advertisement on our platforms, it will gain exposure on both **driving.org** and **drivertrainer.org**. Harness the power of double exposure to capture the attention of our wide-reaching audience.

	1 Month	3 Months	6 Months	12 Months
MPU | within article - 300(w) x 250(h) px - 144 dpi	£325	£300	£275	£225
Double MPU | promotional panel - 300(w) x 600(h) px - 144 dpi	£375	£350	£325	£275
Leaderboard | below masthead - 720(w) x 90(h) px and 320(w) x 100(h) px - 144 dpi	£425	£400	£375	£325
Advertisement Feature | Full Website Article - 1000 words and 3 images	£625	£575	£500	£450

Prices per month

MPU

Double MPU

Leaderboard

Advertisement Feature

Email newsletter banner

These newsletters are sent weekly to an engaged audience of approximately 15,000 ADIs/PDIs. With a remarkable 33% open rate, your banner will enjoy prime visibility on both of these high-impact emails.

	1 Month	3 Months	6 Months	12 Months
Email newsletter banner - 320(w) x 100(h) px - 144 dppi	£425	£400	£375	£325

Prices per month

Your product/service as a DIA membership benefit

Unlock a world of opportunities by featuring your product or service as a membership benefit with the DIA. Join us in shaping the future of driver and rider training. Partner with the DIA and make your product or service a valuable membership benefit today reaching thousands of our members.

One month package includes:

- Member Benefit Email (plus resend to non-openers)
- Listing in the DIA's Members Area at www.driving.org
- Recommendations by DIA Staff (Including Helpdesk Calls)
- Banner Advertisement in DIA Email Newsletters

1 Month	3 Months	6 Months	12 Months
£525	£500	£475	£425

Prices per month

Advertising prices (all prices are subject to VAT)

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Facebook posts

Unleash the potential of our Facebook page, boasting a dedicated following of 10,000 enthusiastic followers. We're here to highlight your advertisement, complete with an eye-catching image, a concise yet impactful message within the recommended 150-250 character range, and an essential URL link for maximum engagement.

Additionally, for an extra fee, we offer the option to elevate your post's reach by boosting it for your chosen duration. This means your message will be seen by an even broader audience, ensuring your campaign's success.

	1 Post
Standard - 1080(w) x 1080(h) px - 144 dpi	£395

	4 days	7 days	14 days
Post Boost	£70	£100	£170

Boost price is an additional fee to be paid on top of the standard post fee of £395.

Eshots

Our E-shots are strategically sent to a wide audience of over 15,000 ADIs/PDIs. With a strong 33% open rate, your message is guaranteed to grab the attention of our highly engaged subscribers.

And that's not all – we offer a valuable feature: a free resend to non-openers within 7 working days. This ensures that your message gets a second opportunity to connect with those who may have missed it initially.

	1 send plus resend to non-openers
Full Marketing List	£795

Driver Trainer E-zine Advertising

Your message gets prime placement in our highly anticipated Driver Trainer E-zine, reaching a focused audience of around 10,000 driving instructors and trainers. Make the most of this exclusive opportunity, and boost your impact with a free resend to non-openers within 7 working days.

	1 Issue
Full Page Advert - 203(w) x 267(h) mm - 144 dpi minimum	£795

Your flyer included in all DIA Shop orders

Boost your reach by including your flyer in every DIA Shop order. Make an impact and get your message directly into the hands of our dedicated customers. Maximise exposure with this unique opportunity today.

	1 Month	3 Months	6 Months	12 Months
Client supplied flyer included in every shop order	£325	£300	£275	£225

Prices per month

Advertising prices (all prices are subject to VAT)

Advertising | Rate Card

Sponsorship Packages

Elevate your business with DIA sponsorship and reach UK driving instructors through tailored packages. Showcase your commitment to safety, gain visibility, and network for long-term success. Connect with engaged instructors – become a DIA sponsor today!

Activity	Bronze	Silver	Gold
Website Leaderboard banner advert on driving.org and drivertrainer.co.uk	3 Months	6 Months	12 months
Full-page advert in Driver Trainer monthly E-zine	3 Months	6 Months	12 months
Email banner adverts in weekly DIA update and Driver Trainer update newsletters	3 Months	6 Months	12 months
Dedicated email campaigns	3 per year	6 per year	12 per year
Your product/service listed as a DIA member benefit | Offer a discount or advantage to DIA members. Includes listing on the DIA website and regular email campaigns, web banners, magazine adverts, and DIA helpdesk upselling.	✘	6 Months	12 Months
Advertorial/Editorial features in Driver Trainer and on the DIA website	3 per year	6 per year	12 per year
Attendance at the DIA Conference (with a stand produced by the sponsor) and free tickets to the event	✓	✓	✓
Speaking opportunities at the DIA Conference (subject to the event agenda)	✘	✘	✓
Advertising/logo in DIA publications (e.g, Standards Check Guide, DIA Diary - subject to reissue schedule)	✘	1 publication	2 publications
Your logo included in all DIA correspondences, websites, publications, and events	✘	✓	✓
Webinar/interview featuring your product/service, then hosted on youtube.com and DIA Academy	✘	✓	✓
Webinar promo trailer video played at the end and with a mention of the sponsor by the presenter	✘	✓	✓
Motormouth Podcast promo trailer - played at the start of the podcast and YouTube video	✘	✓	✓
Flyer included in all DIA Shop orders (sponsor supplied)	3 Months	6 Months	12 months
Dedicated social media posts (Facebook and X)	3 per year	6 per year	12 per year
	£5,000	**£10,000**	**£15,000**

Conference Packages

The DIA, the UK's largest professional association for driver and rider trainers, hosts an industry-leading annual conference. This event provides a unique chance to connect with influential figures in driver education. Our widespread event promotion offers unparalleled brand exposure to decision-makers who, in turn, impact millions of drivers and riders annually, from learners to fleet drivers.

Activity	Silver	Gold	Platinum
Exhibition space in the main exhibitor area	✓	✓	✓
Advertising in Driver Trainer Magazine	Full Page - 1 Issues	Full Page - 2 Issues	Full Page - 3 Issues
Sponsor listing on all event promotions (social media posts, emails, web pages, adverts, and flyers)	✓	✓	✓
Sponsor listing with bio on the event day agenda	✓	✓	✓
Ability to display your pull-up banner in the main conference hall (sponsor supplied)	✘	✓	✓
Your branded promotional materials (sponsor supplied) in the DIA event bag	✘	✓	✓
Dedicated social media posts on all DIA Group channels (weekly in the run-up to the event)	✘	✓	✓
Opportunity to deliver a short 'super pitch' presentation to impress our guests	✘	✘	✓
Leaderboard web banner across all DIA sites in the run-up to the event and a month after	✘	✘	✓
Event email before the event featuring your sponsor profile	✘	✘	✓
Event email after the event with content specified by the sponsor	1 Email	2 Email	3 Emails
Free tickets to the event	1 Ticket	2 Tickets	4 Tickets
Sponsor logo on event bag	✘	✓	✓
	£600	**£800**	**£1,000**

Advertising prices (all prices are subject to VAT)