



# Advertise with SSAT - *your trusted education partner*

## About us

SSAT is a membership organisation, bringing together schools and academies from across the UK and globally, committed to achieving deep social justice. We offer insight and understanding into school practice and educational policy and research. Our professional development and school improvement programmes help leaders and teachers to further outcomes for all young people and develop leadership at all levels across the system.

We do this by providing a framework for exceptional education focused on teaching and learning, professional practice and leadership. This framework is underpinned by a commitment to social justice; our belief that every young person should go on to lead successful and fulfilling lives.

We've been a trusted education partner for over 30 years.

Advertise with SSAT and broaden your reach to our exclusive network of member schools and educators.

Speak to us about your campaign. We can then discuss our advertising packages and how we can help support your objectives.

Already decided? Then reach out to us today and we will send you our booking form.

[marcomms@ssatrust.org.uk](mailto:marcomms@ssatrust.org.uk)

Tel: **020 7802 2300**

# Homepage leaderboard banner

Would you like your branding to appear front and centre to our entire network?

This is the graphic advert space displayed at the top of our **website homepage**. Your advertising will be displayed exclusively in this banner area. Meaning your brand will be the **only brand** we promote within this space on our homepage. We can place a hyperlink behind your advert to take readers directly to your website to a landing page of your choosing.

Ad format	Specification	File Type
Homepage leaderboard banner	900px (w) x 150px (h)	PNG/GIF
Pricing	Duration	Saving (on weekly cost)
£2,500	1 week	-
£4,500	2 weeks	10%
£8,500	4 weeks	15%
*Rates exclude VAT. See <a href="#">Terms and conditions</a> for details.		

This could be  
your brand  
here



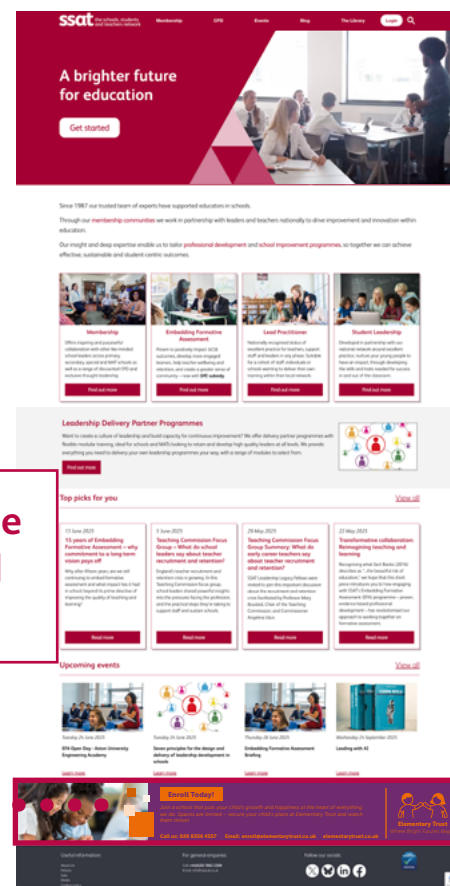
# Featured popup banner takeover

Your brand can speak to our entire customer and prospects network.

This is the advertising space displayed at the bottom of **every page**. Meaning your brand will be the **only brand** we publicise within this banner space **across our website**. We can place a hyperlink behind your advert to take readers directly to your website to a page of your choosing.

Ad format	Specification	File Type
Popup banner	900px (w) x 150px (h)	PNG/GIF
Pricing	Duration	Saving (on weekly cost)
£1,700	1 week	-
£2,890	2 weeks	15%
£5,440	4 weeks	20%
*Rates exclude VAT. See <a href="#">Terms and conditions</a> for details.		

This could be  
your brand  
here



# Banner bundle

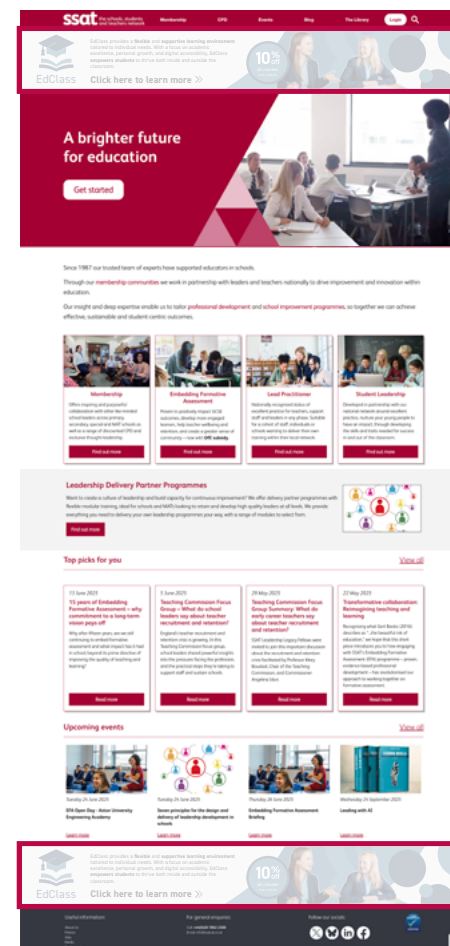
Want to go the extra mile with your advertising and reach even more of our network? Why not take over all of SSAT's banner space.

This will absolutely get the user's attention.

Yours will be the only brand (apart from our own of course) at the very top of our website homepage and across the bottom of every page of our website. We can place a hyperlink behind your adverts to send users directly to your website.

Ad format	Specification	File Type
Homepage leaderboard banner and popup banner	<b>Homepage leaderboard banner</b> 900px (w) x 150px (h) <b>Popup banner</b> 900px (w) x 150px (h)	PNG/GIF
Pricing	Duration	Saving (on cost of buying individual banner options)
£4,000	1 week	5%
£7,000	2 weeks	7%
£13,000	4 weeks	7%
*Rates exclude VAT. See <a href="#">Terms and conditions</a> for details.		

Bundle offer



Your brand can go here

Your brand can go here

# Advertorial

Do you have a story to share? Advertorials are a great choice to reach readers, using a longer-form, more content-rich advertisement. Our advertorials remain on our website forever (unless you request removal) and will receive a push across our socials.

- ▶ Featured in our popular [Blogs](#) on our website.
- ▶ Highlighted in our 'Top picks for you' on our [website homepage](#) for **two weeks**.
- ▶ Promoted across our socials.

Pricing	Specification	Additional Information
£1,200	<p><b>Advertorial Length:</b> 2,000 words but we recommend 650 words</p> <p><b>Featured blogs image format:</b> 1000px (w) x 375px (h) banner, plus a 300px (w) x 200px (h) (thumbnail)</p>	<p>20-30 words for our homepage 'Top picks for you' sponsored post.</p> <p>We can also embed up to three links to other resources and websites.</p>
*Rates exclude VAT. See <a href="#">Terms and conditions</a> for details.		

**Top picks for you**

25 June 2025

**Sponsored post**

**Rethinking Education: The Imperative of School Reform**

School reform modernizes education by improving equity, updating curricula, supporting teachers, and preparing students for global, technological, and lifelong learning challenges.

[Read more](#)

5 June 2025

**Teaching Commission Focus Group – What do school leaders say about teacher recruitment and retention?**

England's teacher recruitment and retention crisis is growing. In this Teaching Commission focus group, school leaders shared powerful insights into the pressures facing the profession, and the practical steps they're taking to support staff and sustain schools.

[Read more](#)

29 May 2025

**Teaching Commission Focus Group Summary: What do early career teachers say about teacher recruitment and retention?**

SSAT Leadership Legacy Fellows were invited to join this important discussion about the recruitment and retention crisis facilitated by Professor Mary Bousted, Chair of the Teaching Commission, and Commissioner Angelina Idun.

[Read more](#)

22 May 2025

**Transformative collaboration: Reimagining teaching and learning**

Recognising what Gert Biesta (2016) describes as "...the beautiful risk of education," we hope that this short piece introduces you to how engaging with SSAT's Embedding Formative Assessment (EFA) programme proven, evidence-based professional development – has revolutionised our approach to working together on formative assessment.

[Read more](#)

[View all](#)

**Blog homepage**

This could be your advertorial here

**Blog Content Page**

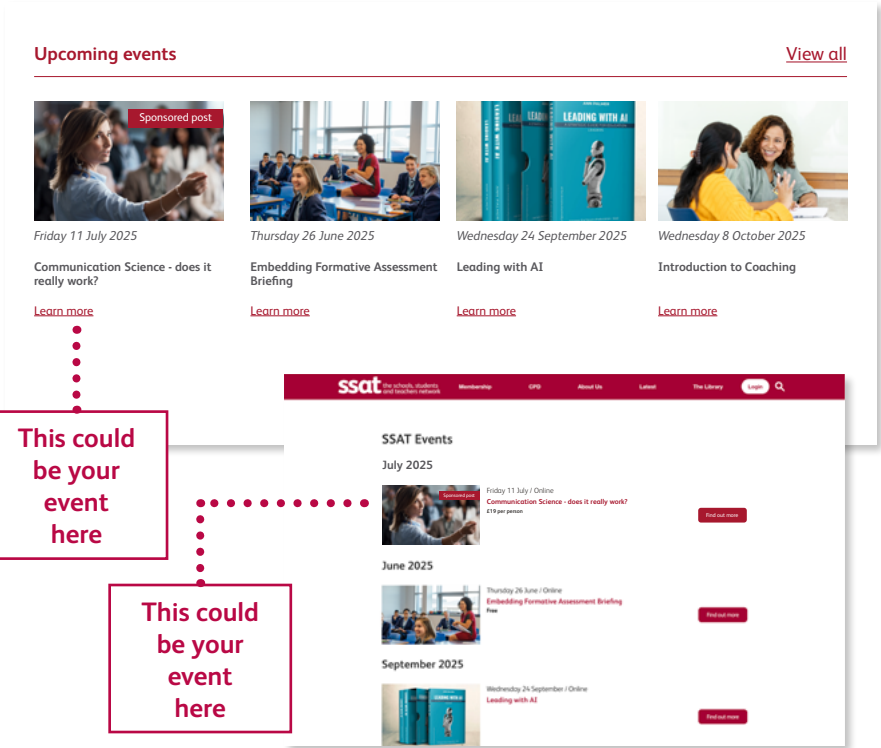
This could be your advertorial here

# Focused event promotion to our community

Do you have an event coming up that you would like to promote to our network?

- ▶ Featured in our list of informative [Events](#) on our website, until the day after your event, when it will automatically be removed from our events calendar.
- ▶ Highlighted in our ‘Upcoming events’ on our [website homepage](#) for **two weeks**.
- ▶ Promoted across our socials.

Pricing	Specification	Additional Information
£1,200	<p>Text</p> <p>Title only 15 words</p> <p><b>Featured Image</b></p> <p>1000px (w) x 600px (h) PNG.</p>	N/A
*Rates exclude VAT. See <a href="#">Terms and conditions</a> for details.		



Purchase advertising space in the dedicated events areas on our website along with a plug in our decision-makers Dates for the Diary email, and receive a substantial discount!

[Click here to find out more](#)

# Exclusive decision makers' email takeover - events

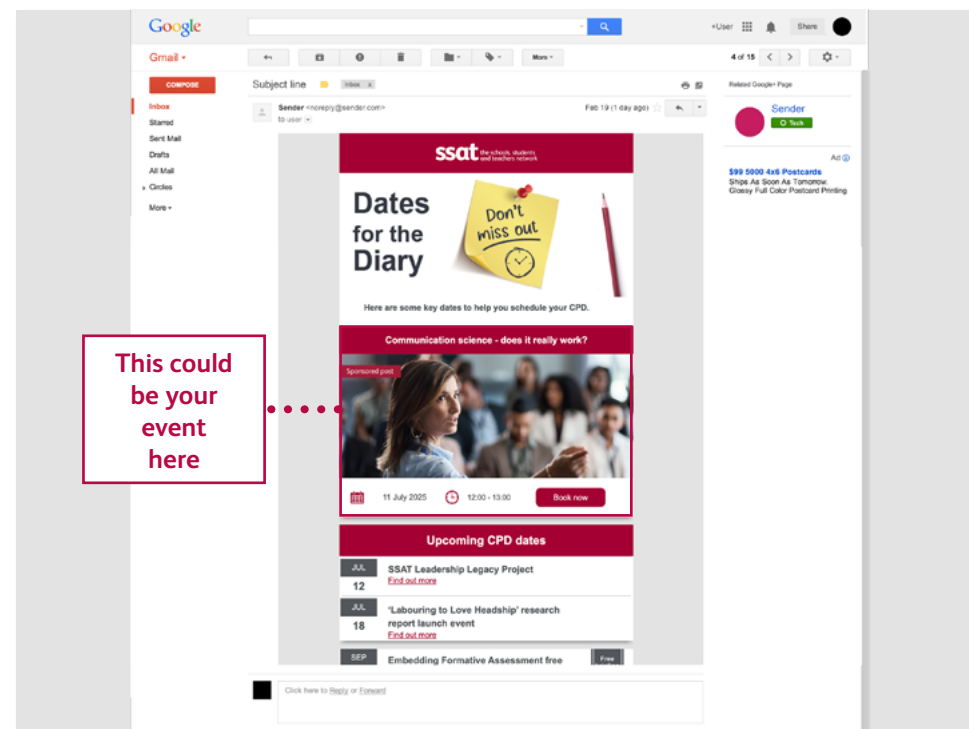
Want to access the senior leadership team (SLT) decision makers in one of our most read email bulletins?

We can drop details about your event direct into the inbox of all of the most senior of SSAT's exclusive membership community and prospects, in our popular **Dates for the Diary** email.

This option offers you exclusive access to one Dates for the Diary email, but you can choose to advertise in more editions to increase your event exposure.

We can also place a hyperlink within your advert to take readers directly to your website or a link of your choosing.

Pricing	Duration	Saving you
£2,500	1 edition	-
£3,500	2 editions	12.5%
Ad format	Specification	File Type
Email takeover - events	<b>Text Length</b> - Title only 15 words <b>Image</b> - 600px (w) x 250px (h)	PNG/GIF
*Rates exclude VAT. See <a href="#">Terms and conditions</a> for details.		



Purchase advertising space in the dedicated events areas on our website along with a plug in our decision-makers Dates for the Diary email, and receive a substantial discount!

[Click here to find out more](#)



# Email marketing and event promotion bundle

## Create a combined event promotion strategy for maximising your event advertising!

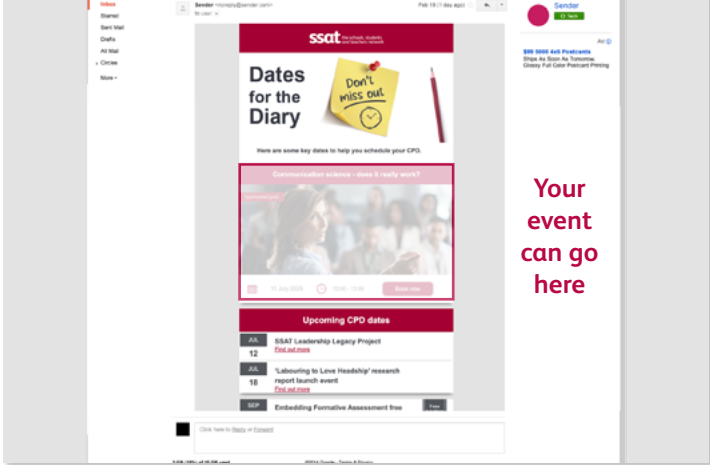
We can drop details about your event direct into the inbox of all of the most senior of SSAT's exclusive membership community and prospects, in our popular Dates for the Diary email. In addition your event will be:

- ▶ Featured in our list of informative [Events](#) on our website, until the day after your event, when it will automatically be removed from our events calendar
- ▶ Highlighted in our 'Upcoming events' on our [website homepage](#) for **two weeks**.
- ▶ Promoted across our socials.

Pricing email marketing and event promotion	Duration	Saving (on cost buying event email and website advertising separately)
£3,000	1 edition	6%
£4,000	2 editions	15%
Ad format	Specification	File Type
Email marketing and event promotion	<p><b>Text Length</b> - Title only 15 words</p> <p><b>Image</b> - Email - 600px (w) x 250px (h), Event - 1000px (w) x 600px (h)</p>	PNG/GIF
*Rates exclude VAT. See <a href="#">Terms and conditions</a> for details.		

1


Bundle offer




2

Your event can go here


Upcoming events




Friday 11 July 2025  
Communication Science - does it really work?  
[Learn more](#)



Thursday 26 June 2025  
Embedding Formative Assessment Briefing  
[Learn more](#)



Wednesday 24 September 2025  
Leading with AI  
[Learn more](#)



Wednesday 8 October 2025  
Introduction to Coaching  
[Learn more](#)

[View all](#)

# Who will your advertising reach?

We engage with a loyal community of dedicated education professionals on a daily basis

SSAT works closely with a wide range of professionals across the education sector, from classroom teachers to senior leaders and headteachers. While the majority of our engagement comes from secondary schools, we also have strong and growing connections with colleagues in primary, special schools, and multi-academy trusts (MATs). Our user base spans all phases of education reflecting the breadth and diversity of our educational community.



Socials

**40,000+**

Followers across  
Bluesky, Facebook,  
LinkedIn and Twitter (X)



Email

**Over 20,000**

Recipients



Website

**Over 20,000**

Views

# Terms and conditions

## 1. DEFINITIONS

- 1.1 “**Advertiser**” means the person, firm or company placing an advertisement via the Service.
- 1.2 “**Agreement**” means these Terms & Conditions together with the signed Booking Confirmation.
- 1.3 “**Booking Confirmation**” means the document (including email) confirming the details of the Advertisement and acceptance of these Terms.
- 1.4 “**Confidential Information**” has the meaning set out in clause 9 below.
- 1.5 “**Effective Date**” means the date on which we receive the signed Booking Confirmation.
- 1.6 “**Fees**” means the sums payable by the Advertiser as set out in the Booking Confirmation.
- 1.7 “**Service**” means the provision of online advertising via our platform, as described in the Booking Confirmation.
- 1.8 “**Specification**” means the copy, artwork and any instructions provided by the Advertiser in accordance with clause 4.1.
- 1.9 “**SSAT**”, “**We**”, “**Us**” or “**Our**” means SSAT (The Schools Network) Ltd., registered number 08073410, registered office at Office 11, 295 Chiswick High Road, London W4 4HH.

## 2. BOOKING AND ACCEPTANCE

- 2.1 A binding contract arises when we receive (by email or post) a duly signed Booking Confirmation from the Advertiser.
- 2.2 The Booking Confirmation must state any Purchase Order number at the time of booking; otherwise we cannot guarantee to apply it.
- 2.3 We reserve the right, acting reasonably, to reject any booking which we consider unsuitable or to request amendments to the Specification.

## 3. SPECIFICATION AND DELIVERY

- 3.1 The Advertiser shall supply all copy, images and artwork (the “Specification”) by the deadline stated in the Booking Confirmation.
- 3.2 Any additional design or studio work required due to late submission will be charged at £35<sup>+VAT</sup> per hour.
- 3.3 We will schedule publication dates for the Advertisement and notify the Advertiser; Advertiser may request alternative dates, subject to availability.

## 4. FEES AND PAYMENT

- 4.1 All Fees are exclusive of VAT, which (where applicable) shall be payable in addition .
- 4.2 We shall invoice 100% of the Fees on publication of the Advertisement, unless otherwise agreed in writing .
- 4.3 Invoices are payable within 7 days of date of invoice.
- 4.4 Overdue invoices shall incur interest at a flat rate of £70<sup>+VAT</sup> plus statutory late payment interest from the due date until payment is made.

## 5. CANCELLATION AND AMENDMENT

- 5.1 Cancellations must be notified in writing by the earlier of (a) thirty days before copy deadline; or (b) two weeks after the date of booking .
- 5.2 If cancellation occurs after the applicable deadline, the full Fees remain payable.
- 5.3 For a series booking, the cancellation deadline applies to the entire series; no refunds or discounts for subsequent cancellations.

## 6. INTELLECTUAL PROPERTY

- 6.1 The Advertiser warrants that it owns or has licence to use all rights in the Specification and indemnifies us against any third-party claims arising from its use.
- 6.2 We retain copyright in all materials created by us in connection with the Service (“Service IPR”) until full payment of Fees, upon which we grant the Advertiser a non-exclusive licence to use such Deliverables for its business purposes.

## 7. LIMITATION OF LIABILITY AND DISCLAIMER

- 7.1 To the fullest extent permitted by law, neither party shall be liable for any indirect or consequential loss, including loss of profit, business or goodwill.
- 7.2 Our total liability in contract, tort (including negligence) or otherwise shall not exceed the total Fees paid under this Agreement.
- 7.3 All materials and the Service are provided “as is” and without warranty of any kind, express or implied.

# Terms and conditions

(Cont...)

## 8. DATA PROTECTION

- 8.1 Each party shall comply with the UK Data Protection Act 2018 and the UK GDPR in respect of any Personal Data processed under this Agreement.
- 8.2 The parties acknowledge that they are **joint data controllers** (as defined in the UK GDPR) for the processing of Personal Data for the purposes of providing the Service.
- 8.3 The parties shall enter into a **Joint Controller Agreement** setting out their respective responsibilities under the UK GDPR, including:
  - a. the purposes and means of processing;
  - b. the allocation of responsibilities for handling data-subject rights requests;
  - c. obligations for implementing security measures, breach notifications and record-keeping; and
  - d. any arrangements as to liability and indemnity between the parties.
- 8.4 Each party shall process Personal Data only in accordance with the terms of the Joint Controller Agreement and applicable data protection laws, and not for any other purposes.
- 8.5 In the event that a Data Subject exercises rights under the UK GDPR, the parties will cooperate fully and comply with their obligations as set out in the Joint Controller Agreement.

## 9. CONFIDENTIALITY

- 9.1 Each party agrees not to disclose any Confidential Information of the other except to those of its employees or advisers who need to know and who are bound by similar obligations.
- 9.2 Confidential Information excludes any information which is already in the public domain or lawfully obtained from a third party.

## 10. GENERAL

- 10.1 **Governing Law & Jurisdiction.** This Agreement is governed by English law and the parties submit to the exclusive jurisdiction of the English courts .
- 10.2 **Force Majeure.** Neither party shall be liable for failure to perform due to events beyond its reasonable control.
- 10.3 **Entire Agreement.** This Agreement constitutes the entire understanding between the parties and supersedes all prior agreements.

### What else?

Looking to advertise with SSAT but can't decide what option is right for you?

Please reach out and we would be happy to discuss your needs.

We can also put together a tailored advertising package.

### Did you know we can design your advertisements?

Provide us with a brief and your brand guidelines and logos etc, and we will do the rest. Please contact us to discuss your requirements and we can give you a quote.

[marcomms@ssatrust.org.uk](mailto:marcomms@ssatrust.org.uk)

Tel: 020 7802 2300

**Don't forget to  
follow us on...**



Bluesky



Facebook



LinkedIn



Twitter

[www.ssatuk.co.uk](http://www.ssatuk.co.uk)

Email: [info@ssatuk.co.uk](mailto:info@ssatuk.co.uk)

Tel: 020 7802 2300

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Registered in England and Wales. Company number: 08073410. VAT number: GB 135 221 255.  
Registered office: Office 11, 295 Chiswick High Road, London, W4 4HH.