

Chiang Mai

**FAMILY
GUIDE**

**ADVERTISE
WITH US**

Be fabulous in 2021



PREPARED BY
Chiang Mai Family Guide

PRESENTED BY
chiangmaifamilyguide.com

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Perfect for international schools or seasonal summer camp programs!



WHAT WE AIM TO DO FOR YOU

Connect with the largest group of expat families in Chiang Mai!

Get your brand or business into the hearts and minds of the family tourism market in Thailand!

Chiang Mai Family Guide offers various ways to expand your brand or business awareness. Not sure how to create an advertisement? Not to worry as we are here to help you! Our team will help you create the ad that best fits your needs while taking care of the design, technical aspects and implementation.

[Ask us for more information!](mailto:chiangmaifamilyguide@gmail.com)
[chiangmaifamilyguide\(at\)gmail.com](mailto:chiangmaifamilyguide@gmail.com)

WHY CHOOSE US?

You will gain direct access to your target market. Chiang Mai Family Guide is quickly becoming a household name here in Chiang Mai. To learn more about who we specifically target, refer to our [Media Kit](#).

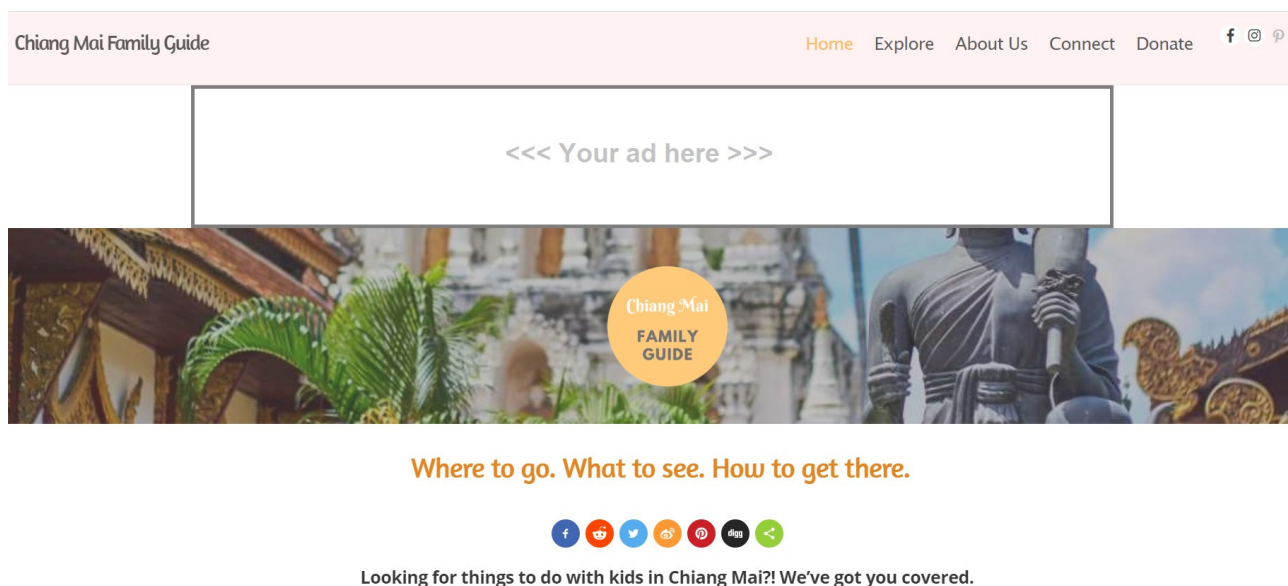


GOOD OLD FASHIONED ADVERTISING

This is probably the type of website advertising that you are most familiar with. Common types of website advertising are banner ads or leaderboard ads, in-post ads, or in-page ads. We offer all of these.

Banner Ad Options

Example:



Option A: Non-exclusive header banner on every post and page

For this option the banner would operate as a slider with different advertisements being shown every 3 seconds. The banner placements would be rotated so that one week yours appears first, second, etc.

You can change the style of you ad as many times as you need.

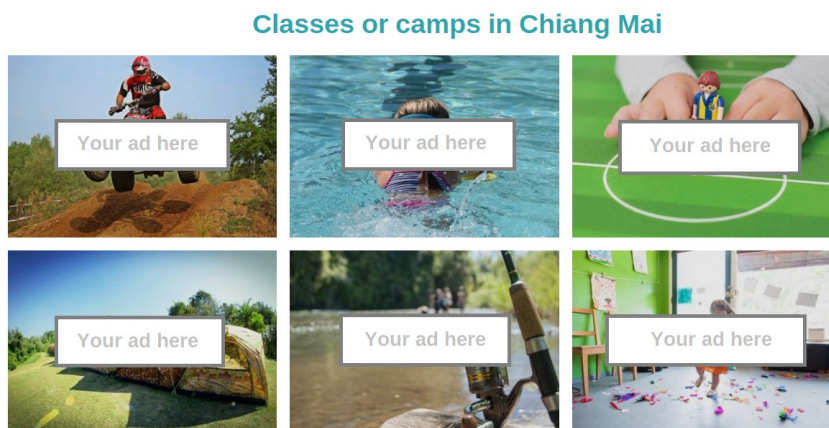
Pricing:

3 months 6,000 baht
 6 months 12,000 baht
 1 year 24,000 baht

In-post or In-page Ad Options

These ad placements are perfect for businesses offering classes or camps to kids or teenagers! Purchase placement on our Classes for Kids in Chiang Mai page to showcase your ballet, dance, Taekwondo, horse riding, day camps, and more!

Example:



Option A: Ad - Image & Link

You would provide an image for your business which would be linked to your website or Facebook page.

Pricing:

1 year 5,000 baht

Seasonal - 3,000 baht per time

Option B: Ad - Image, Link & Full Page Information

This option would include Option A where you would provide an image. This image would link to a full page ad of what you offer. The full page will include information such as class schedules, a map location, a description about the classes and activities that you offer, contact information, links to your website or Facebook page, and photographs. You would also have an indexed url hosted by Chiang Mai Family Guide that you can share with the world and future customers!

Pricing:

1 year 10,000 baht

Seasonal 6,000 baht per time

SPONSORED CONTENT

Sponsored content is a perfect way to advertise your service, attraction, tour, hotel, product or brand.

Option A: The Ultimate Sponsored Package

What will you get?

Our team will visit your attraction, hotel, destination, or place of business and experience what you have to offer!

We will take care of the photography and provide an SEO optimized post of a minimum 1,000 words plus images.

Your article will forever be indexed on the website chiangmaifamilyguide.com and be promoted in the Chiang Mai Family Guide Facebook group and page, on Instagram and Pinterest and through Facebook Ads.

All future changes to the article are included for the lifetime of your business*.

Your article will be promoted using the above mentioned strategies for the lifetime of your business*.

The article will also link directly to Facebook pages, other social media or websites related to your business.

Pricing:

Rates start at 25,000 baht**

Option B: DIY Ultimate Sponsored Package

What will you get?

You and your team produce a minimum 1,000 word article written in English (to the best of your ability) about your attraction, hotel, destination, or place of business.

You provide recent photos of what you do best to highlight the experiences you offer.

We will provide editing services and optimize your article for SEO.

Your article will forever be on the website and promoted in the Chiang Mai Family Guide Facebook group and page, on Instagram and Pinterest and through Facebook Ads.

All future changes to the article are included for the lifetime of your business*.

Your article will be promoted using the above mentioned strategies for the lifetime of your business*.

The article will also link directly to Facebook pages, social media or websites related to your business.

Pricing:

Rates start at 20,000 baht**

*Or the lifetime of chiangmaifamilyguide.com

**Negotiable based on affiliate links, or commission base agreements.

SOCIAL MEDIA PROMOTIONS

Reach over 2,000 people in seconds in your target market!

Advertise your brand, product or business directly to your market on Facebook. Tell customer about promotions, giveaways or contests!

Option A: Sponsored Facebook post in Chiang Mai Family Guide group and page

How it works

You would forward the information and image for the post to Chiang Mai Family Guide and we would post it for you and share it using the recognition of our brand in both our Facebook group and page.

NO AD? NO PROBLEM!

We can help create an ad for you. Contact us for more details at chiangmaifamilyguide@gmail.com

Pricing:

200 baht per time

Option B: Pinned sponsored Facebook post in Chiang Mai Family Guide group and page

How it works

You would forward the information and image for the post and Chiang Mai Family Guide would pin it for you using the recognition of our brand in both our Facebook group and page. The post would remain highly visible as the first post on both the group and page for 5 days.

Pricing:

1,000 baht for 5 days

Option C: Sponsored Facebook ad promotion hosted by the Chiang Mai Family Guide page.

How it works

We will create a sponsored ad using Facebook Ads on your behalf using the reach of our brand.

The sponsored ad will advertise your business or service.

You would forward information and image to go in the post and Chiang Mai Family Guide would sponsor the ad.

This means that Chiang Mai Family Guide would advertise and promote your business on your behalf using our targeted brand reach.

Pricing:

Rates start at 1,000 baht*

*Negotiable based on your Facebook Ads preferences, commission offers, or affiliate marketing options.

Contact Chiang Mai Family Guide now to start advertising!

BUSINESS, PRODUCT & TOUR REVIEW OPTIONS

This choice is for you if you have:

- a new business, product, hotel, destination, or attraction
- are an existing business looking to attract new customers

Hotels, local attractions and businesses

Simply invite us to come and see your attraction, hotel, or business.

We would love to see what you have to offer and will take photographs and provide an honest review on chiangmaifamilyguide.com

All we ask is any entrance fee or costs associated with visiting be waived.

Products

If you have a product you think the Chiang Mai family community must know about, please send us your product and we will give it a review!

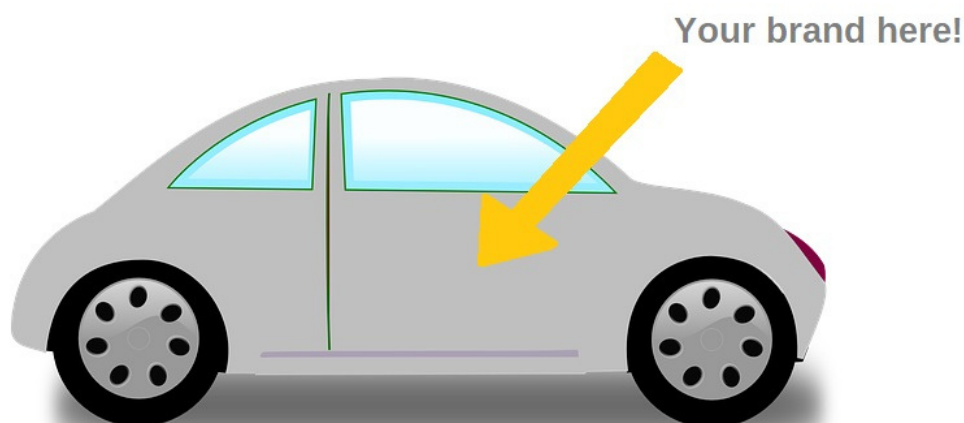
BRAND AMBASSADOR AGREEMENTS

A brand ambassador is someone who will work to promote your business in various ways. For instance, Chiang Mai Family Guide would provide some or all of the following:

- Market your brand via word-of-mouth marketing tactics such as referring friends, posting about the brand online, etc.
- Market your brand by wearing branded apparel.
- Market your brand by branding our vehicles with your branded decals.
- We would help represent your company at specific events such as the annual CityLife Fair, where we may perform product demonstrations or give away sample products.

We are open to suggestions!

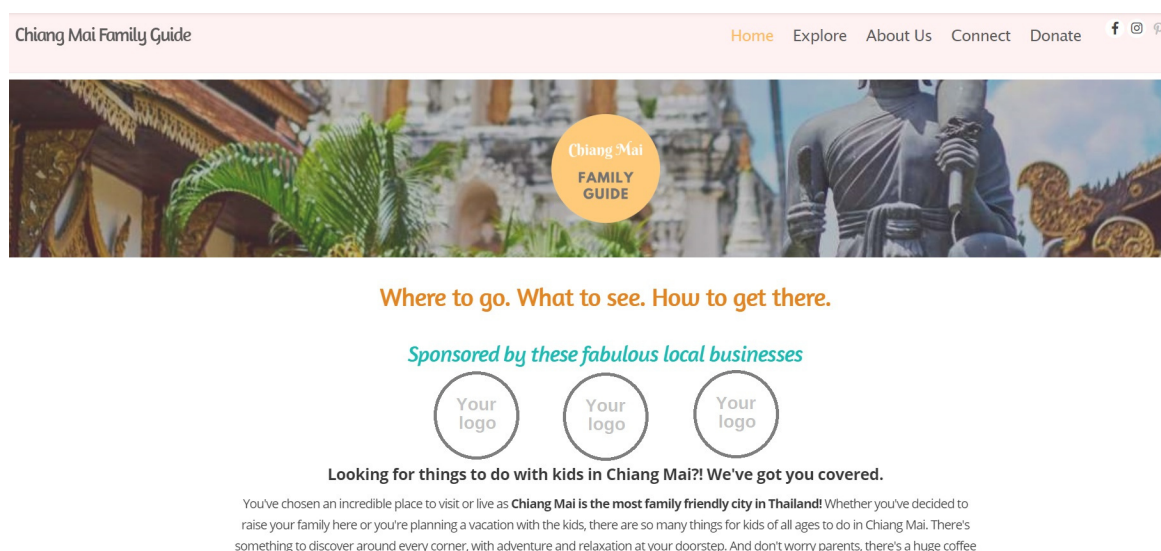
Please get in touch to discuss rates.



SPONSOR CHIANGMAIFAMILYGUIDE.COM

Advertise your brand by sponsoring our website and Facebook group!

Example:



Advertise your brand by sponsoring our website and Facebook group!

How does this work?

This would entail sending us your brand logo and a link to your website or business page. The logo, linking directly to your website or page, would be displayed on Chiang Mai Family Guide's homepage under the Sponsored by ...' section. The Facebook group cover image would be updated to also show your logo or business name as a sponsor.

Pricing:

3 months 4,500 baht
6 months 9,000 baht
1 year 15,000 baht

BE FEATURED IN DOWNLOADABLE BROCHURES OR CATALOGUES

Such current opportunities include being featured in one of our downloadable brochures for:

- Guide to Schools in Chiang Mai
- Summer Camps in Chiang Mai (June-August)

The downloadable pdf brochure would be written in English and would be promoted through social media channels such as Facebook ads, Chiang Mai Family Guide group and page, Pinterest and Instagram throughout the year.

The following advertising feature options are available for schools:

Option A: Basic Information

We state your basic information such as location, contact, website, age levels taught, etc and any publicly available fees. There would be no write up or images included about your school.

Pricing:

Free.

Example:

School name

Location	232 Chang Klang
Phone	02-222-222
Email	school@school.com
Website	www.school.com
Levels of instruction	K, P, S
Age range of students	3-17
Curriculum	British
Pedagogical approach	Enquiry-based learning
Language of instruction	English
Other languages offered	Thai, French
Annual tuition	xxx,xxx - xxx,xxx
Max. class sizes	xx-xx
Foreign nationals (%)	xx%
Facilities	dfds dskfsd sdisoufds

Option B: The Basic Information and Short Summary

We find and state your basic information such as location, contact, website, age levels taught, etc offered and any publicly available fees and have you confirm every detail. You would provide up to a 150 word write up to showcase your school.

Pricing:

25,000 for a one year publication.

Example:

School name

Location	232 Chang Klang
Phone	02-222-222
Email	school@school.com
Website	www.school.com
Levels of instruction	K, P, S
Age range of students	3-17
Curriculum	British
Pedagogical approach	Enquiry-based learning
Language of instruction	English
Other languages offered	Thai, French
Annual tuition	xxx,xxx - xxx,xxx
Max. class sizes	xx-xx
Foreign nationals (%)	xx%
Facilities	dfds dskfsd sdisoufds

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Option C: The Basic Information and Square Image

We find and state your basic information such as location, contact, website, age levels taught, etc offered and any publicly available fees and have you confirm every detail. You would provide a square sized image (3 in x 3 in) to showcase your school. There would be no write up.

Pricing:

30,000 for a one year publication.

Example (takes up one-third of a page):

School name

Location	232 Chang Klang
Phone	02-222-222
Email	school@school.com
Website	www.school.com
Levels of instruction	K, P, S
Age range of students	3-17
Curriculum	British
Pedagogical approach	Enquiry-based learning
Language of instruction	English
Other languages offered	Thai, French
Annual tuition	xxx,xxx - xxx,xxx
Max. class sizes	xx-xx
Foreign nationals (%)	xx%
Facilities	dfds dskfsd sdisoufds



Option D: The Basic Information, Square Image and Short Summary

We find and state your basic information such as location, contact, website, age levels taught, etc offered and any publicly available fees and have you confirm every detail. You would provide a square sized image (3 in x 3 in) and a 100 word write up to showcase your school.

Pricing:

45,000 for a one year publication.

Example (Take up half a page):

School name

Lorem ipsum dolor sit amet, est dicit sonet iisque id, veritus nostrum consectetur in pro. Cum liber docendi inimicus ne, ut mea saperet reprimique reprehendunt. Dicta iudico et pro, in novum volumus definitiones eum. Nam minim eloquentiam ne. Modo qualisque dissentias ex eum, his te partem inimicus, mei ne aequae integre. An usu illum falli, eu mel dicit viris corrumpit. Qui justo elitr et, qui viris nostro ceteros eu. Vix iuaret scriptorem voluptatibus an. At timeam nonumes mel, cu harum labitur has. Adhuc consectetur mea ea. Pro ad veri fierent percipit, fabulas concludaturque vix ad. In suas graecis moderatius pro.

Location	232 Chang Klang
Phone	02-222-222
Email	school@school.com
Website	www.school.com
Levels of instruction	K, P, S
Age range of students	3-17
Curriculum	British
Pedagogical approach	Enquiry-based learning
Language of instruction	English
Other languages offered	Thai, French
Annual tuition	xxx,xxx - xxx,xxx
Max. class sizes	xx-xx
Foreign nationals (%)	xx%
Facilities	dfds dskfsd sdisoufds



Option E: The Basic Information, Medium Image and Short Summary

We find and state your basic information such as location, contact, website, age levels taught, etc offered and any publicly available fees and have you confirm every detail. You would provide an image (5 in x 7 in) and a 100 word write up to showcase your school.

Pricing:

85,000 for a one year publication. Example (takes up 2/3 of a page):

School name

Location	232 Chang Klang	Lorem ipsum dolor sit amet, no senserit consequat
Phone	02-222-222	usu, per ei unum timeam blandit. Id eam vide consul
Email	school@school.com	utroque, at eos adipisci occurreret torquatos. Mei ad
Website	www.school.com	aeque corpora, id quaeque mentitum sed. Legimus
Levels of instruction	K, P, S	docendi laboramus his eu. Mea in labitur cotidieque,
Age range of students	3-17	civibus petentium ad quo. Dicat altera no vel. Pro ei
Curriculum	British	utinam suavitate forensibus, eos quot purto lobortis
Pedagogical approach	Enquiry-based learning	ex, vix mandamus scripserit ex. Usu erant dicant
Language of instruction	English	mediocrem ex, nec meis rebum bonorum ad, ne his
Other languages offered	Thai, French	tale maluisset percipitur. Usu ea fugit summo
Annual tuition	xxx,xxx - xxx,xxx	nemore. Ius aliquid equidem corrumpit an, appetere
Max. class sizes	xx-xx	indoctum ei per. Ne everti elaboraret scripserit mei,
Foreign nationals (%)	xx%	mei dicam pertinax ut. Numquam sadipscing mel ut.
Facilities	dfds dskfsd sdisoufds	Quo alii inciderint ad, vix at euismod omittam.



Option F: The Basic Information, Half Page Image and Short Summary

We find and state your basic information such as location, contact, website, age levels taught, etc offered and any publicly available fees and have you confirm every detail. You would provide a half page sized image (4.15 in x 5.85 in) and a 250 word write up to showcase your school.

Pricing:

100,000 for a one year publication. Example (spread over 1 whole page):

School name

Lorem ipsum dolor sit amet, est dicit sonet iisque id, veritus nostrum consectetur in pro. Cum liber docendi inimicus ne, ut mea saperet reprimique reprehendunt. Dicta iudico et pro, in novum volumus definitiones eum. Nam minim eloquentiam ne. Modo qualisque dissentias ex eum, his te partem inimicus, mei ne aequae integre. An usu illum falli, eu mel dicit viris corrumpit. Qui justo elitr et, qui viris nostro ceteros eu. Vix iuaret scriptorem voluptatibus an. At timeam nonumes mel, cu harum labitur has. Adhuc consectetur mea ea. Pro ad veri fierent percipit, fabulas concludaturque vix ad. In suas graecis moderatius pro.

Location	232 Chang Klang
Phone	02-222-222
Email	school@school.com
Website	www.school.com
Levels of instruction	K, P, S
Age range of students	3-17
Curriculum	British
Pedagogical approach	Enquiry-based learning
Language of instruction	English
Other languages offered	Thai, French
Annual tuition	xxx,xxx - xxx,xxx
Max. class sizes	xx-xx
Foreign nationals (%)	xx%
Facilities	dfds dskfsd sdisoufds

Lorem ipsum dolor sit amet, no senserit consequat usu, per ei unum timeam blandit. Id eam vide consul utroque, at eos adipisci occurreret torquatos. Mei ad aequae corpora, id quaeque mentitum sed. Legimus docendi laboramus his eu. Mea in labitur cotidieque, civibus petentium ad quo. Dicat altera no vel. Pro ei utinam suavitate forensibus, eos quot purto lobortis ex, vix mandamus scripserit ex. Usu erant dicant mediocrem ex, nec meis rebum bonorum ad, ne his tale maluisset percipitur. Usu ea fugit summo nemore. Ius aliquid equidem corrumpit an, appetere indoctum ei per. Ne everti elaboraret scripserit mei, mei dicam pertinax ut. Numquam sadipsicing mel ut. Quo alii inciderint ad, vix at euismod omittam.



Option G: The Basic Information, Full Page Image and Short Summary

We find and state your basic information such as location, contact, website, age levels taught, etc offered and any publicly available fees and have you confirm every detail. You would provide a full page sized image (8.3 in x 11.7 in) and a 100 word write up to showcase your school.

Pricing:

150,000 for a one year publication. Example (spread over 1.5 pages):



School name

Location	232 Chang Klang
Phone	02-222-222
Email	school@school.com
Website	www.school.com
Levels of instruction	K, P, S
Age range of students	3-17
Curriculum	British
Pedagogical approach	Enquiry-based learning
Language of instruction	English
Other languages offered	Thai, French
Annual tuition	xxx,xxx - xxx,xxx
Max. class sizes	xx-xx
Foreign nationals (%)	xx%
Facilities	dfds dskfsd sdisoufds

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Option H: The Basic Information, Double Page Spread Image and Short Summary

We find and state your basic information such as location, contact, website, age levels taught, etc offered and any publicly available fees and have you confirm every detail. You would provide a double page spread sized image (16.6 in x 23.4 in) and a 100 word write up to showcase your school.

Pricing:

200,000 baht for a one year publication. Example (spread over 2.5 pages):



School name

Location	232 Chang Klang
Phone	02-222-222
Email	school@school.com
Website	www.school.com
Levels of instruction	K, P, S
Age range of students	3-17
Curriculum	British
Pedagogical approach	Enquiry-based learning
Language of instruction	English
Other languages offered	Thai, French
Annual tuition	xxx,xxx - xxx,xxx
Max. class sizes	xx-xx
Foreign nationals (%)	xx%
Facilities	dfds dskfsd sdisoufds

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Chiang Mai

**FAMILY
GUIDE**

**ADVERTISE
WITH US**

Be fabulous in 2021

**Contact
Chiang Mai Family Guide NOW
and get started!**

PHONE

0806083575

EMAIL

chiangmaifamilyguide@gmail.com