

Advertising Ratecard



Tackling life-inequalities for young people



Why advertise on the Destination web-app?

By advertising on Destination, your organisation can:

- Reach a targeted audience of motivated young people in your local area and beyond.
- Show your support for youth development, skills-building, and reducing inequalities.
- Promote your vacancies, training, events, and opportunities in a fresh, youth-friendly way.
- Benefit from authentic content integration—our young creators can help craft adverts and features that speak in the voice of their peers.

Our Audience

- Young people aged 16–25 from diverse backgrounds
- Including NEET (Not in Education, Employment or Training) and under-represented groups
- Actively seeking opportunities for work, training, volunteering, and personal development
- Receive a weekly engagement-prompt email promoting new and popular content or opportunities on the web-app that they might have missed





Advertising opportunities

Advertising Options

- **Promoted Opportunities** – prime visibility on the homepage
- **Banner Advertising** – across dedicated areas for Health & Wellbeing, Volunteering, Employability Support, Useful Podcasts
- Promotion across the **Weekly Engagement-Prompt Email** to users of the web-app
- **Sponsored Content** – co-created with our youth editorial team
- **Event and Service Listings** – promote your recruitment days, workshops, or open events

In order to preserve the experience for users we will limiting external promotion to one advertisement per page.

Due to the audience and the surrounding content, only organisations offering youth beneficial products, services or events will be granted access to advertise on the platform.

Decisions relating to eligibility will be entirely at the discretion of Destination editorial team.

Space is available either on an individual, multiple or all-site (exclusive) basis.



Take advantage of our launch offers

The Destination web-app is launching in September and we will be piloting content, features and usage throughout the remainder of 2025.

Throughout this period we would like to test the effectiveness of our advertising opportunities and as a result we are welcoming partners who would like to explore and test the potential of communicating directly with teens and young adults. To develop these partnerships we are looking to offer substantial launch offers and continuing loyalty discounts.

Our launch activity will consist of on-site promotion at the major colleges across Calderdale & Kirklees and direct promotion via our network of youth services and youth pathway services.

Through our relationships and support from health and wellbeing organisations we are expecting the platform to be used as a trusted source of information for nurses and GPs.

We also expect partners involved in into-work and employability support to direct youth people looking to get in to work to the platform.

We are targeting a minimum of 1000 sign ups by the end of September 2025.

Launch Offers

Sept to Dec 2025

(Site officially launches 24/9/25)

Banner Adverts (768px x 150px)

Home Page banner advert

£800

Section Page(s) banner adverts (Each)

Health & Wellbeing, Mental Health, Employability Support, Volunteering Opportunities, Apprenticeship Vacancies, Useful Podcasts, Arts & Culture, and Useful Listings

£500

Multiple banner advert offer

Buy three get one free. Get the cheapest banner advert free

e.g. Home page + three section pages = £1,800 - Save £500 (£800 + £500 + £500)

£ Dependent on selection

Sponsorship of weekly members email*

Sponsorship of the weekly What the Friday members communication email

- Information about new content and features
- Minimum 10 issues between September - December

£1,500

Full site presence*

Exclusive website & members email sponsorship package

- All banner adverts on site (HP + 5SP (3 free) £3300 [Save £1500] + Email £1200 [Save £300]
- Sponsorship of the members email (minimum 10 mailings) - Save over £1,800

£4,500



Launch Offers (continued)

Sept to Dec 2025
(Site officially
launches 19/9/25)

Sponsorship of the What The Friday Youth Podcast

Digital audio advert in the What The Friday Youth Podcast

Content takeover

Commission a youth podcast, provide your own guests, develop content with our young volunteers

Contact us for
more details

All sponsors confirming their sponsorship before 1 October 2025 will be eligible for a continuing loyalty bonus and all prices will be held at the launch rates for the period January -April 2026.

* Please note the exclusive 'Full Site Presence' and 'Sponsorship of weekly members email' offers relate solely to individual platform areas e.g. Calderdale & Kirklees. Should the platform be launched in other areas separate Full Site Presence and email offers may be offered.

A sample of partners and organisations we have worked with on our projects:



For more information contact:

Graham Sykes | 07890 483966 | graham@youthsocial.co.uk

3M Buckley Innovation Centre, The University of Huddersfield, Firth Street, Huddersfield. HD1 3BD. www.youthsocial.co.uk