

GESS Global Digital Packages

WWW.GESSEDUCATION.COM



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Digital Advertising That Delivers Results

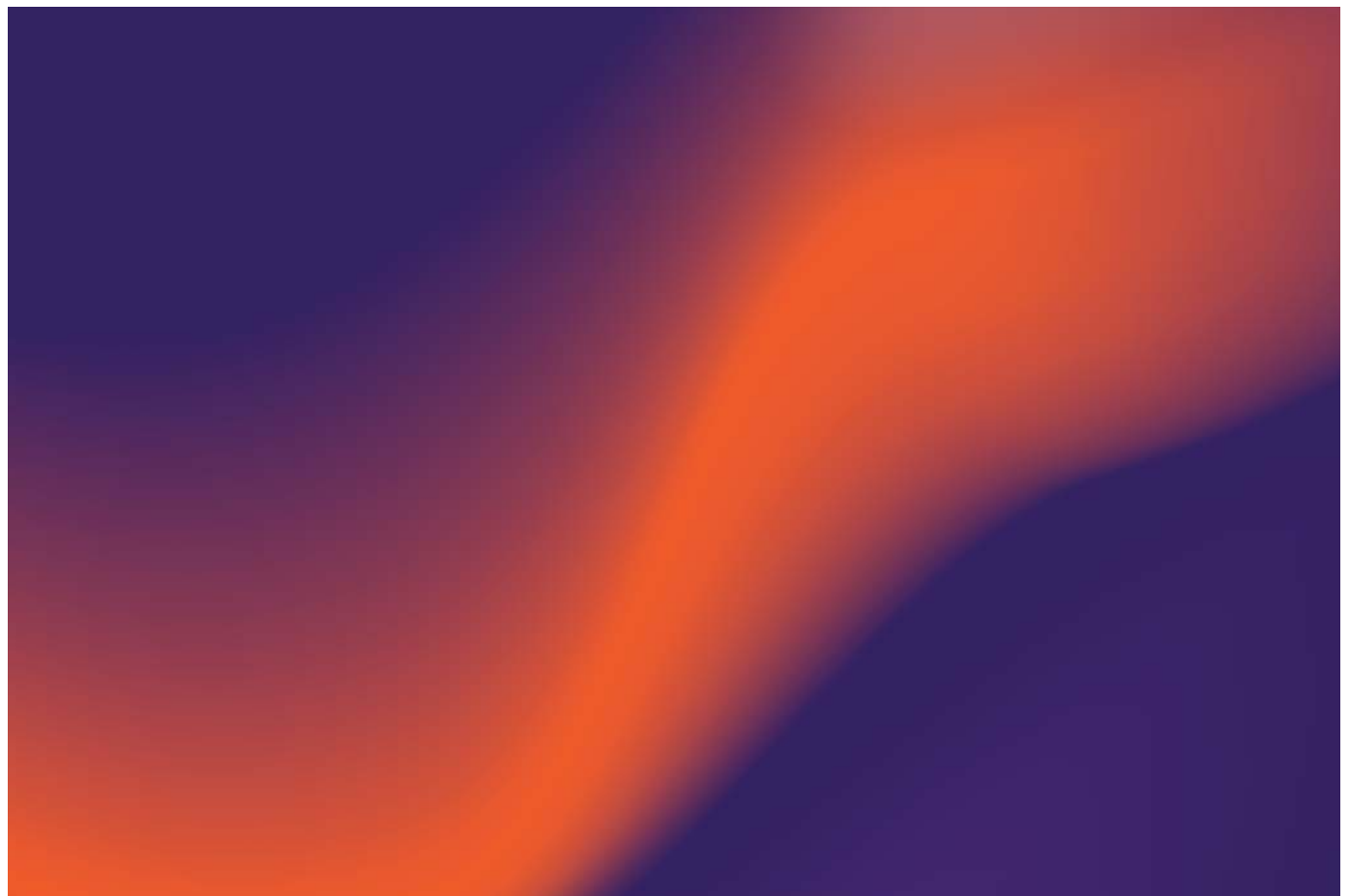
Over the last few years, the GESS brand has seen steady online growth, with increased engagement from our targeted educational audience. Our digital marketing packages are designed to enhance your visibility, reaching education professionals, year-round and complementing your event presence. From website banners and newsletters to webinar sponsorships and global remarketing campaigns, GESS Education offers a range of opportunities to elevate your brand.

Why GESS?

- + Tap into our core online education audience
 - + Reach a global audience of key decision makers
 - + Share your expertise and position your brand as a key industry influencer
 - + Boost your brand awareness
-

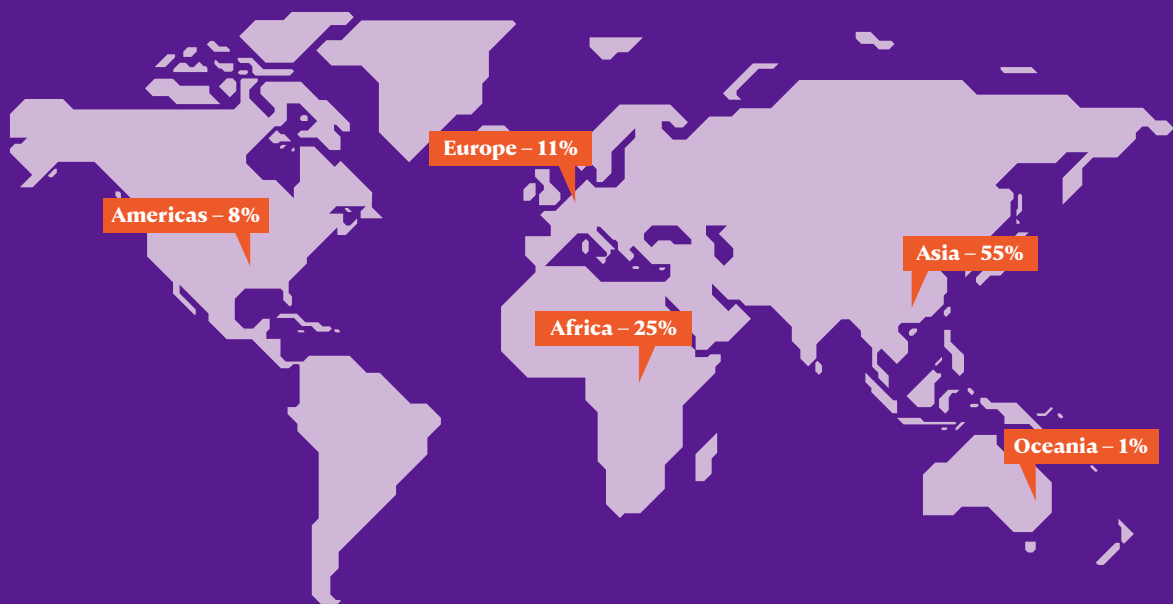
Digital advertising packages

We have analysed results from our own digital campaigns and have created packages that combine multiple channels to ensure the best possible return. Everything is based on results, so impressions, clicks and views included in the packages are guaranteed.



Online Audiences

Geographic Breakdown of all GESS Websites



Top 20 Visiting Countries

United States	India	Ireland	Qatar
Saudi Arabia	Philippines	Bahrain	Malaysia
United Kingdom	China	Indonesia	Egypt
United Arab Emirates	Nigeria	Canada	Pakistan
Jordan	Kuwait	Germany	Singapore



Total page views for 2024:

1,173,167



Total website visitors for 2024:

392,381



GESS Talks circulation:

103,700

Banner Packages

Stand out from the crowd with our banner packages, designed to maximise your investment and highlight your company to our visitor audience. Target our education audience with a combination of banners on GESS websites, banners on GESS talks email newsletter and remarketing campaigns.

Online advertising is immediate, cost-effective and measurable. Ads are displayed across a vast network, including GESS Education, GESS event websites as well as any sites using Google ads.

All packages include:

- + Display ads on our websites. The number of impressions is guaranteed
- + Banner ads on our GESS Talks newsletter, distributed to over 103,000+ people every two weeks
- + Retargeting clicks across the Google ad network. The number of clicks is guaranteed

STANDARD	ENHANCED	PREMIUM
7,500 banner impressions (Strip Banner Size) Banner in lower position on GESS Talks newsletter (1 edition) 1,000 retargeting clicks \$4,150	15,000 banner impressions (Strip Banner Size) Banner in middle position on GESS Talks newsletter (2 editions) 2,500 retargeting clicks \$6,750	45,000 banner impressions (Strip Banner Size) Banner in higher position on GESS Talks newsletter (8 editions) 7,000 retargeting clicks \$13,595

Please note all elements of campaign will run at the same time.

How does retargeting through Google work?

When someone visits our websites a Google tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest).

When the same person visits any other website on the Google ad network (over 2 million) they can be shown relevant advertising.

Google tracking codes are implemented on the following sites:

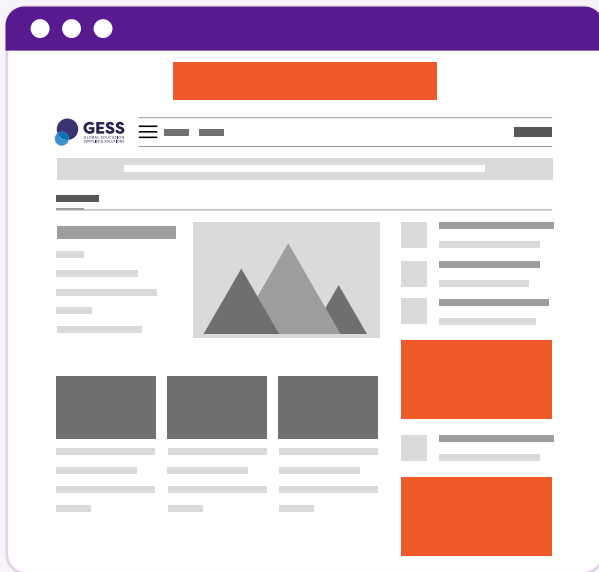
- + www.gesseducation.com
- + www.gessawards.com
- + www.gessdubai.com
- + www.gessleaders.com
- + www.gess-saudi-arabia.com

Custom options

The packages above were created as a simple, but effective way of reaching a large audience across a variety of channels. However, we often create custom campaigns based on a client's specific objectives.

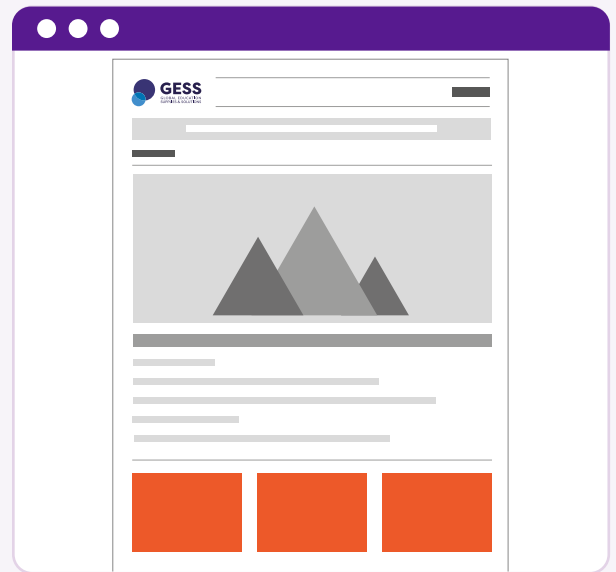
Contact us today at sales@gesseducation.com to discuss the best advertising package for you.

Banner Packages



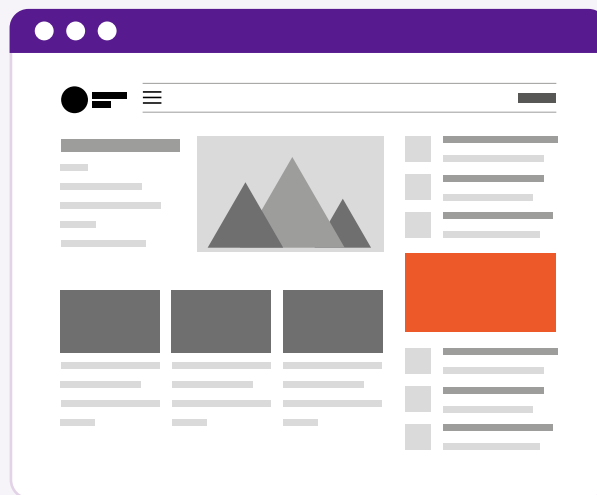
Banner impressions

Display ads on our website as well as selected event websites including GESS Education. The number of impressions is guaranteed.



Newsletter

Banner ads on our newsletter, distributed to over 103,000+ people every two weeks.



Retargeting clicks

Retargeting clicks across the Google ad network. The number of clicks is guaranteed.

Video Packages

Video is one of the most effective ways to showcase your products or services, with 91% of businesses using it as a marketing tool in 2024 (Vidico). The GESS Dubai LinkedIn page gained 3,000 followers in the past year, with video posts generating 65% more engagement than static ones. Promote your content through GESS Education and connect with the audience that matters most to you.

All packages include:

- + Video added to GESS Education's YouTube channel
- + Video added to GESS Education website
- + Video included in GESS Talks Newsletter
- + Retargeting ads on Youtube and Google. The number of views (excluding skips) is guaranteed

STANDARD	ENHANCED	PREMIUM
Video added to GESS Education YouTube channel	Video added to GESS Education YouTube channel	Video added to GESS Education YouTube channel
Video added to GESS Education website	Video added to GESS Education website	Video added to GESS Education website
Included in GESS Talks newsletter (1 edition)	Included in GESS Talks newsletter (1 edition)	Included in GESS Talks newsletter (2 editions)
5,000 retargeting views	10,000 retargeting views	25,000 retargeting views
\$4,150	\$6,750	\$13,595

Please note all elements of campaign will run at the same time.

How does retargeting through YouTube work?

When someone visits our websites a Google/YouTube tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest). This includes activity on YouTube, including viewing, liking or sharing certain videos.

When the same person visits YouTube (or its partner video sites) they can be shown relevant video advertising.

Google/YouTube tracking codes are implemented on the following sites:

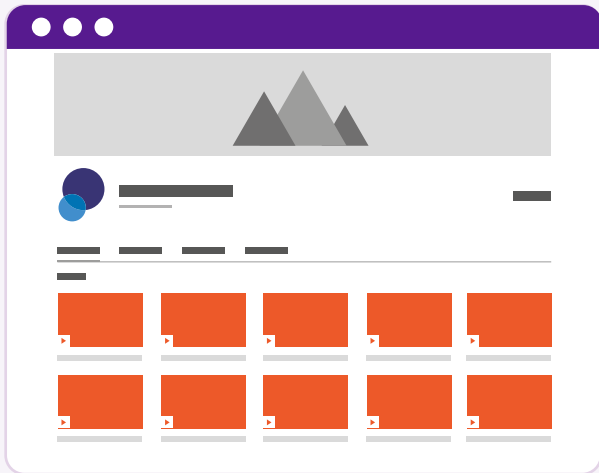
- + www.gesseducation.com
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- + www.gessdubai.com
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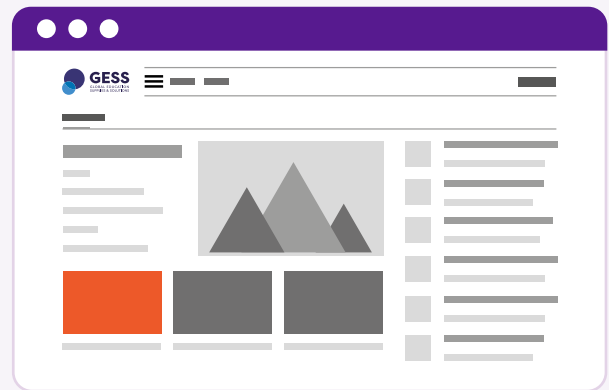
Contact us today at sales@gesseducation.com to discuss the best advertising package for you.

Video Packages



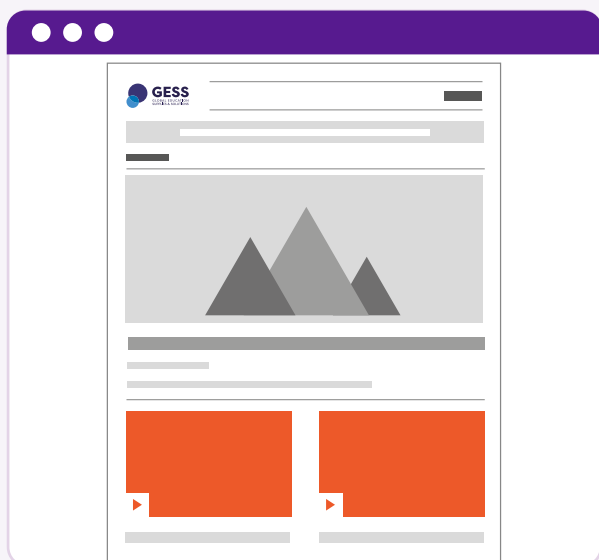
YouTube channel

Video added to GESS Education YouTube channel.



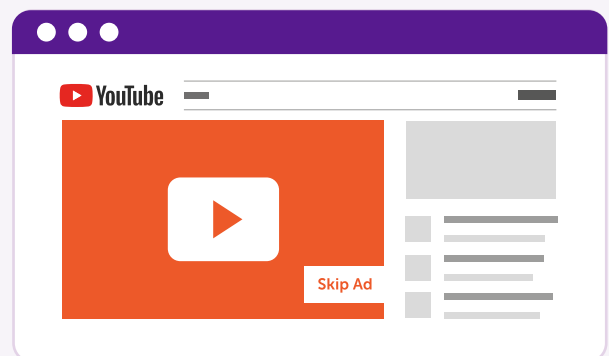
GESS Education Site

Video added to GESS Education website.



GESS Talks newsletter

Video added to GESS Talks newsletter



Retargeting views

Retargeting ads on YouTube. The number of views (excluding skips) is guaranteed.

Social Packages

As social media blurs the lines between professional and personal use, B2B marketers are increasing their ad spend to capitalise on its branding potential. With social media advertising becoming more prevalent and seamlessly integrated into users' feeds, leveraging GESS's global presence through a mix of organic posts and retargeting can significantly amplify your brand's reach, ensuring it remains memorable, and positions you at the forefront in 2025.

All packages include:

- + Organic post(s) on LinkedIn
- + Retargeting ads on Facebook, Instagram or LinkedIn. After people visit any of our GESS sites, they are served advertising on Facebook, Instagram or LinkedIn. The number of clicks is guaranteed.

STANDARD	ENHANCED	PREMIUM
1x LinkedIn post from GESS 500 retargeting clicks \$4,150	1x LinkedIn post from GESS 1x Facebook post from GESS 2x Instagram story posts from GESS 750 retargeting clicks \$6,750	3x LinkedIn posts from GESS 3x Facebook posts from GESS 3x Instagram story posts from GESS 2,000 retargeting clicks \$13,595

Please note all elements of campaign will run at the same time.

How does retargeting through Social Media work?

When someone visits our websites a tracking code records that. It can also build an anonymous profile based on user behaviour (for example indicating topics of interest).

When the same person views visits Facebook, Instagram or LinkedIn they can be shown relevant advertising.

Facebook tracking codes are implemented on the following sites:

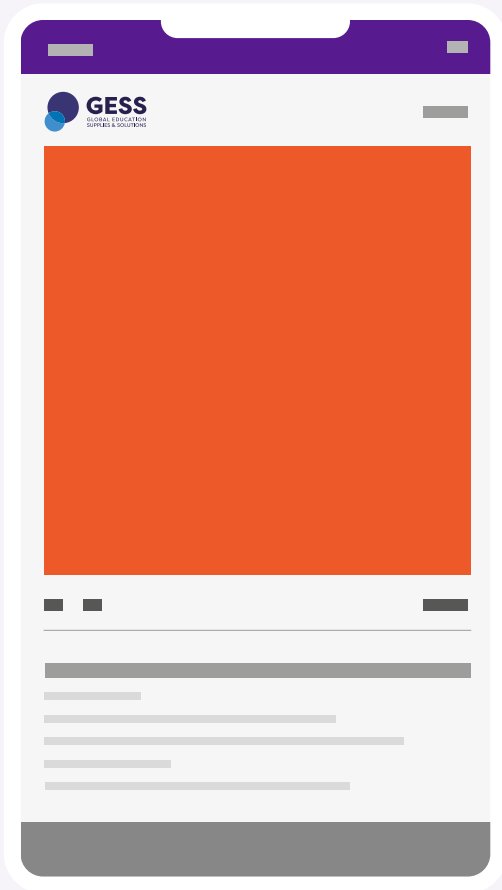
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|--|--|
| + www.gesseducation.com | + www.gessawards.com |
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Social Packages



Social Media

Post(s) on LinkedIn

Retargeting clicks

Retargeting ads on Facebook, Instagram or LinkedIn. After people visit any of our GESS sites, they are served advertising on Facebook, Instagram, and Facebook. The number of clicks is guaranteed.



Thought Leaders

Align your brand with the world class GESS content on the GESS Education website, our packages offer a range of opportunities for maximum impact.

Video Interview Package

- + **10 minute interview** with the GESS team
- + Video added to GESS Education website
- + Featured on GESS Education website home page
- + Posted on GESS Education YouTube Channel
- + **2x** organic posts on LinkedIn and Facebook GESS Social Channels
- + Promoted in **1x** GESS Talks Newsletter Edition
- + **7,500** banner impressions (super leaderboard size)
- + Banner in **lower position** on GESS Talks newsletter (1 edition)
- + **1,000** retargeting clicks

(Please note all elements of campaign will run at the same time)

\$7,875

GESS Talks Webinar Branding

- + Sponsored by logo to appear on webinar
- + Short company description in the confirmation emails sent to registrants
- + Email reminders that include sponsor logos from one hour before start
- + Special offer advertising during webinar
- + Digital Handout
- + Recording of webinar added to GESS Education Website
- + Logo featured on speaker blocks, holding slides and article page
- + Promoted as sponsor on webinar promotion emails
- + Shared on LinkedIn and Facebook GESS Social Channels
- + Webinar uploaded to GESS Education YouTube channel including mention of sponsor and logo on title slide

\$5,250

Custom options

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Contact us today at sales@gesseducation.com to discuss other webinar and advertorial opportunities.



Be Part Of Something Extraordinary

The choice is yours, join us to showcase your products to our targeted audience of educational professionals and find how GESS can benefit your business globally. Contact us now and take advantage of what will be your most powerful sales platform of 2025.

For More Details Contact:

Sales Team

sales@gesseducation.com

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