

Advertising opportunities for schools
on Australia's premier Private
Schools website.

SCHOOLS

guide

Since 1999

ADVERTISING ON THE SCHOOLS GUIDE WEBSITE FAQs

WHY SHOULD OUR SCHOOL ADVERTISE?

The Schools Guide website is easily the most widely used resource in Australia for anyone searching for information on private and non-government schools. Even the controversial MySchool website which receives huge press coverage receives less traffic than Schools Guide site.

BUT OUR SCHOOL ALREADY HAS ITS OWN WEBSITE?

Great, all the more reason to advertise. Your website is not much use if a prospective parent can't find you. Many parents searching for a school don't know all the schools in their area or may forget about your school when they are doing their search. That's why they visit the Schools Guide website - to find schools and compare them. If your school isn't highlighted on this site you are missing out on possible enrolments because parents will only be looking at your competitors. With a Premium Feature page on the Schools Guide website you are guaranteed to bring more traffic to your own site, guaranteed to receive more enquiries and guaranteed to get a lot more parents considering your school - that means enrolments.

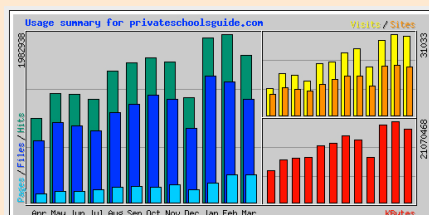
WHAT IS INVOLVED IN ADVERTISING OUR SCHOOL?

Advertising your school is a very simple process. Once you've completed our simple booking form we'll contact you and do all the hard work to get you started. We'll even design the look and feel of your feature page for you. Then we'll send you your own login instructions so you can change or add extra text and add some images to your feature page. It is so simple a child could do it. No learning involved just a few simple steps and you are done. You can change your own content anytime and all enquiries will be sent directly to your nominated email address. Simple.

HOW WILL WE KNOW IF IT IS WORKING FOR US?

You will start to see an increase in traffic on your own website (your website should have its own traffic statistics - just check with your webmaster). You will also be able to monitor how many people have visited your Feature page. But most importantly you are likely to start receiving enquiries about your school directly to your email address.

SCHOOLS GUIDE WEBSITE STATISTICS OVERVIEW



TRAFFIC

- Over 4.5 million page visits per year
- Over 84% of all traffic comes from Google
- Average visitor views 12 pages per visit
- Average time on the site 22 minutes per visit
- Average featured school visits 3000+ per year

POSITION & SEARCHES

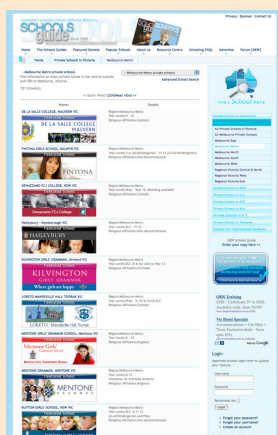
- Excellent placement with all major Internet search engines including Google, Bing and Yahoo
- Consistently ranked one of the top 3,000 most visited websites in Australia by Alexa - the Web Information Company
- Over 20,000 different search strings resulting in visits through google

ENQUIRIES

- Thousands of direct enquiries delivered to schools through the website each year

The Schools Guide website offers an excellent opportunity to reach potential parents and new students who are yet to decide on a school.

TOP PERFORMING FEATURED SCHOOLS (12 months to April 2011)



1. Hillcrest Christian College, Vic - 9095 visits
2. Trinity College Beenleigh, Qld - 7193 visits
3. Somerset College, Qld - 5519 visits
4. Sheldon College, Qld - 5069 visits
5. A.B. Paterson College, Qld - 4868 visits
6. Melbourne Grammar School, Vic - 4810 visits
7. The Southport School (TSS), Qld - 4628
8. Linsidfarne Anglican Grammar, NSW - 4331 visits
9. Grace Lutheran College, Qld - 3668 visits
10. De La Salle College, Vic - 3620 visits

WHAT MAKES SCHOOLS GUIDE THE BEST OF ITS KIND?



USABILITY

The Schools Guide website is easily the most user-friendly school directory available. While some sites offer confusing, complex search systems with pointless shortlists and specialised searches, the Schools Guide website has simple navigation and easy to use menus which make it a cut above the rest. [Need to quickly find a school in your area? The Schools Guide is where you come.](#) But if it's advanced searches you need, we've got that covered too.



CLARITY

The Schools Guide website is clear and concise with all featured schools clearly identified in each region. [Just a couple of clicks and visitors are seeing the schools they are after in large clear lists with lots of information jumping out at them.](#)



VISUAL POWER

Featured schools throughout the site are able to attract visitors to their feature through our unique 'Featured Schools Banner Adverts' which dominate every region. The instant a visitor has clicked to view a region of schools they are presented with large visual banners about a range of schools. This unique system means [the Schools Guide has vastly more power to get visitors to your feature than any other site of its kind.](#) No contest!



MASSIVE CONTENT ALLOCATION FOR EACH SCHOOL

Schools Guide gives schools unrivalled power to present information about your school. Each Feature Page gives your school unlimited text content, 22 gallery images, unlimited 'upcoming events', a large customised header image region, a wide range of additional information tabs, advanced google mapping system able to give directions to the school from any location and an enquiries form that directs enquiries straight to your school. Schools can also add extra images within their main text content.



RESPECT AND CREDIBILITY

Backed by Australia's finest private schools publication (Schools Guide) now celebrating its 10th anniversary, [with over 300,000 copies having circulated in that time the Schools Guide website is quite simply THE most credible site of its kind.](#)



PROFESSIONAL SUPPORT

Ever been on a website and tried to get help? Many websites are not constantly monitored by professional staff. [Our team are online 'live' every day during working hours to respond to any queries or issues you may have.](#) Simply send us an email and we'll get onto your request with minutes. We are pretty confident that no other schools directory can match that! Plus we have a team of qualified graphic designers who'll design your feature page for no extra cost.

OK, SO WHAT ARE MY OPTIONS?

If you would like to promote your school on the schools guide website you have 2 options.

Expanded Listing (Silver Level advertising) - \$80 per year (\$88 Incl. GST)

and

Premium Featured School (Platinum Level advertising) - \$500 per year (\$550 Incl. GST)

If you are interested in advertising in the Schools Guide magazine you have a third option

Basic Featured School (Gold Level advertising) - FREE with any Schools Guide print advertisement. Or you can upgrade to a Premium Feature for only \$264 extra per year.

1. Expanded Listing



- Includes contact details and standard information about your school such as student gender, religious affiliation and year levels.
- Up to 100 words about your school.
- 'Email Us' enquiries form delivering mail directly to your email address
- Your listing will be highlighted by your school crest in the list of schools in your region and moved to a higher position in the list.

2. Basic Featured School advertising (for Magazine Advertisers only)

- Includes any text and images used in your print advertisement plus a website hyperlink. Conditions apply.

3. Platinum Featured School



- Includes all the information available to Expanded Listing Level above plus...
- Unlimited text content
- School website hyperlink
- Up to 22 gallery images
- Unlimited 'Upcoming events' promotion on your page

(also appearing on home page and the sitewide school events calendar)

- Large custom designed header image region
- Wide range of additional information tabs and fields
- Login and update your own content
- 'Featured School' banner ad in your region
- Home page banner ad (appearing on random rotation)
- 'Live' support during business hours
- Free Graphic Designer support
- Top level position in your region list

Platinum Feature in Detail

- [Unlimited text content](#) - you can login and add as much text as you like to any of the available fields and tabs
- [School website hyperlink](#) - many visitors to your feature will click your link and visit your website
- [Up to 22 gallery images](#) (each school has an allocation of 1 megabyte)
- [Large custom designed header image region](#). Our design staff will create this for you at no extra cost - generally we base it on your website design but you can specify what you would like
- [Upcoming Events](#) - powerful events calendar now displays all your upcoming events on the Schools Guide homepage and events calendar - only available for featured schools
- [Wide range of additional information tabs and fields](#) - some of the newest additions to these areas include:



Motto/Maxim (new field)

This new field may seem quite simple but it has a very important role in drawing traffic to your page. We've allowed this field to be customised by you, which means you can colour your motto and adjust the text size and style. This then appears in the details area next to your school in the lists of schools. Only Featured Schools can utilize this field which means those that add their motto are likely to attract more attention.

Synopsis (new field)

This field allows you to include a brief description of your school. This text will then appear in the list of schools giving visitors a snapshot of the school before they decide which ones to click through to. Only Featured Schools can add a synopsis.

Special offers (new tab)

Would you like to offer visitors to your school's page a special offer to help encourage enquiries and enrolments? Well now you can. This tab can be used to display a discount voucher, bonus offer or even just a special rate available to visitors to your page. You can add a special offer yourself by adding a simple message or Schools Guide design staff will help you design a banner image free of charge. Your offer will then appear on both your profile page and the list of schools in your region which means you are likely to attract lots of interest from parents considering schools in your area. Contact us at info@privateschoolsguide.com if you would like assistance.

NAPLAN / School Performance (new tab)

At the Schools Guide we've left the option of what is presented entirely up to you. If you'd like to promote your school's performance and tertiary entrance results feel free to add them to this new tab. If not, you can just leave it blank and the tab won't appear at all.

Principal's Message (new tab)

This new tab allows School Principals to display a special message or welcome to prospective parents. Can be fully customised and can include images.

- [Login and update your own content](#) - you can update all your content anytime during your 12 month campaign
- ['Featured School' banner ad in your region](#) - we'll create a banner ad for you - like the one above - which will appear in your school region
- [Featured Schools map](#) - only featured schools are searchable via our maps
- [Home page banner ad](#) (appearing on random rotation) - you can expect tens of thousands of impressions of your school's ad on our homepage
- ['Live' support during business hours](#) - email us and we'll reply within minutes
- [Graphic designer support](#) - graphic designers on hand to help
- [Top level position in your region list](#) - the schools in these positions receive maximum exposure and return the highest number of visits and enquiries.

SCHOOLS GUIDE WEBSITE FACTS

Some other websites like to make inaccurate, vague or misleading statements about their performance.

We only provide facts.

Fact number 1. More traffic from Google

Schools Guide is ranked number 1 for a wide range of Google search queries and appears on the first page for over 20,000 different search queries every month.

Everyone types different things.

But Schools Guide is often number 1 on Google. Even when the site appears lower in the list it still draws a huge percentage of traffic. Visitors recognise the name Schools Guide and trust it to deliver fresh and relevant information. When they get there they find a site that is user-friendly and packed with easy-to-find information. So they stay. On average, most visitors will view around 12 pages before leaving.

Fact number 2. More traffic than any similar site.

Schools Guide receives more traffic than any other non-government schools website in Australia. Undisputed. Even the Government's MySchool website doesn't compare to the amount of traffic consistently received by the Schools Guide. And certainly no other schools directory's traffic is even close.

Schools Guide versus the rest

according to Alexa - the web information company (widely regarded as the leading independent source of information on the world's websites as at April 04, 2011)

(ranked from all websites in Australia, Google.com.au is ranked no 1)

Schools Guide - traffic rank 2440

The second best non-government schools directory - traffic rank 35,026

The leading schools directory covering both government and non-government schools - traffic rank 15,684

You can verify these figures yourself by visiting www.alexa.com. Figures are updated daily.

WEBSITE ADVERTISING ORDER FORM

Please complete this form to confirm you would like to advertise your school on the schools guide website - www.privateschoolsguide.com

Contact Details

Name of School:

Address:

Postcode:

Email:

Tel:

School Website:

PLEASE COMPLETE THIS FORM AND FAX TO 55 766 035

The Schools Guide website is currently averaging over 13,000 page visits every day (Feb 2011)

The schools guide magazines are widely distributed across 3 states and are available in over 2000 newsagencies.

"Our school has increased enrolments by 120 students since advertising in the 2008 Schools Guide." Mowbray College Melbourne

STEP 1. SELECT YOUR CHOICE OF FEATURE OPTION...

Note: only 'Platinum Featured School' advertisers can login and update their own content

Basic Advertising Level -

☐

EXPANDED LISTING - \$88 per year
Includes extended school details, Enquiries Form, 100 words, higher Listing position, plus school crest.

Proceed to Step 3

Premium Advertising Level -

☐

PLATINUM FEATURED SCHOOL - \$550 per year
Includes extended school details plus unlimited text, image gallery (up to 22 images), advanced google location map, web hyperlink, banner advertisement, customised feature page design, 'next events' tab, 'feature article' tab, 'your invitation' tab, login and update feature, Schools Guide Forum integration, free graphic design and web support, top level Listing position.

Proceed to Step 2

STEP 2. (PLATINUM FEATURED SCHOOL ADVERTISERS ONLY) Please select one (1) of the following options...

☐

I will supply the header section artwork for my school's feature via email (660px wide and up to 600px height).

☐

I would like Schools Guide staff to design the header section for our school feature.
Please base the design on our latest print advertisement (which we will supply as required).

☐

I would like Schools Guide staff to design the header section for our school feature.
Please base the design on information and images available on our website.

STEP 3.

By signing this document you are agreeing to the particulars outlined above to appear on www.privateschoolsguide.com for a period of 12 months starting from the date listed below. 'Feature Options' selected above are priced as per the following scale: 'Expanded Listing' = \$88/yr, 'Featured School' = \$550/yr. All prices include GST. Schoolsguide guarantees each School will be updated on the website within 7 days of receipt of this document (during normal business hours). Should we fail to honour this guarantee the costs for the current 12 month period will be waived. An invoice for continued subscription to this service will be sent automatically each year upon expiration of the initial 12 month period unless notice is received via email or other written form prior to expiration of any subscription. Upon receipt of this document our staff will contact you within 48hrs to confirm receipt and outline artwork requirements. All artwork should be supplied via email to: info@privateschoolsguide.com. Where schools fail to provide adequate artwork we will make all reasonable efforts to obtain relevant information from that school's website. All school features created on behalf of schools will be developed and uploaded by Schoolsguide's qualified graphic designers in a professional manner relative to the existing corporate identity of that school. Designs remain the property of Port Bimbi Publishing unless otherwise agreed. Additional fees may apply should a school wish our staff to customise a design to their specifications.

Your name:

Date::

Signature:

**OUR STAFF WILL CONTACT YOU
UPON RECEIPT OF THIS FORM TO
COMPLETE YOUR ORDER.**

ADMIN ONLY

PLEASE RETURN TO: PO Box / 1281 Burleigh Heads Qld 4220 OR Fax / 07 55 766 035 OR Email / info@privateschoolsguide.com

