

NON-GOVERNMENT

# SCHOOLS guide

\$6.95  
Inc. GST

[www.privateschoolsguide.com](http://www.privateschoolsguide.com)

*Celebrating*  
**10**  
*years*

Australia's premier non-government schools publications and website

2010  
**media kit**

magazine and web advertising opportunities

# school mega-marketing



## FAQs

- What is **the premier full gloss, full colour magazine** dedicated entirely to non-government schooling?
- What magazine is **the most widely distributed schools magazine** of its kind in Australia?
- Which schools magazine is available in newsagencies and distributes **10,000+ additional free copies**?
- Where can you **reach over 420,000 unique parents on a single website** dedicated to private schools each year?
- Is there a website dedicated to private schools that has recorded **over 4 million page visits in one year**?
- Is there a way to advertise a school that **guarantees results**?
- Can a school **reduce its marketing costs** but reach more parents?
- Is there a one-stop shop that does **all the above**?

“ We have advertised in the Private Schools Guide for many years and found it to be a **publication we couldn't do without**. With the Schools Guide website, we also find it enhances our online advertising presence and forms part of our online marketing mix. **By advertising in the print Guide and the website, we find our 'bases are covered'** and we are advertising amongst our competitors, so we are top of mind when parents begin the all important search of looking for an independent school ”

**Louise Farr**

Grace Lutheran College

There is only 1...



More copies  
Wider distribution  
Better product  
Lower costs  
Stronger support  
Most popular website

**You will never need to advertise anywhere else!**

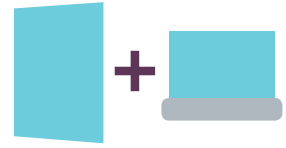


Australia's premier private schools directory  
**SCHOOLS**  
guide  
Since 1999

# what are our options?

**1.** Advertise your school for a full 12 months in Australia's premier private schools magazine and get added to Australia's most visited private schools website free.

All magazine advertisers receive a FREE GOLD FEATURE on the schools guide website. Or you can upgrade to a premium website feature for minimal extra cost.



or

**2.** Advertise your school right now on Australia's most visited private schools website

Guaranteed to be online within 24 hours. Guaranteed to perform or your money back.



**There is simply nothing available that even comes close to the marketing power and customer service of the Schools Guide. No Contest!**

Don't miss this opportunity. There is only one magazine printed each year, so you won't have another chance for another 12 months. Don't be concerned if you've expended your budget for this year. We can break up the payments for you and even postpone payment until next year in some cases. Just ask us - we're here to help.

Haven't got any marketing material ready? Don't worry our design staff can help you for no extra cost. No catches.



so much more

**16 editions**  
**over 10 years experience**

- Queensland / Northern Territory Edition
- Victoria Edition
- **NOW** New South Wales Edition

## Why is Schools Guide so much better than the rest?

Each edition allows your school to promote itself in any way it sees fit. We don't rate or rank schools in any way and we don't publish anything about your school you haven't approved.

Every advertising school is entitled to free editorial space equivalent to the space of its advertisement.

All pages are in full gloss colour.

All advertisers are cross-promoted on the schools guide website - Australia's most visited private schools site.

Free graphic design is available for all schools requiring artwork.

Advertising costs are significantly lower than similar publications.

Discounts available for multi-year bookings.

Far wider distribution than anything similar. We'll even let you help us decide where.

Schools Guide staff are dedicated to helping you receive value for your advertising dollar. We'll help you in any way we can to get you results.

www.privateschoolsguide.com  
australia's premier private schools directory

## BY THE NUMBERS

### Site Statistics

- Unique visitors per month: **34,000+**
- Pages viewed per month: **370,000+**
- **90%** of visitors come from Google
- **10,000+** key phrases optimised to bring traffic from Google
- Ranked one of the top **5250** most visited websites in Australia
- Ranked **No.1** in Google for dozens of key phrases
- Over **150** schools already featured



### The Schools Guide website is booming - That's great news for your school!

The Schools Guide website is now easily the most popular directory of private and non-government schools in Australia. The site is receiving an unprecedented amount of traffic and totally eclipsing the performance of any other similar sites.

According to Alexa the Web Information Company (widely regarded as the most reliable source of traffic information for the world's websites) www.privateschoolsguide.com is currently ranked in the top 5250 websites in Australia for traffic. We have completely outperformed our nearest rival site which is ranked 42,700 in Australia (as at April 2010).

Currently around 400% more visitors arrive at our site each and every day than our nearest competitor. We like to think of that performance like this: 'Would you rather promote your business on Google or Yahoo?' www.privateschoolsguide.com is the 'Google' of private school directories in Australia. This site is where parents are going to find private schools. These figures are not produced by us. They are independent statistics that are freely available. Check them out yourself at [www.alexa.com](http://www.alexa.com).

## Why does your school need to be on this website?

- Because there are over 400,000 parents visiting this site every year.
- Because it will receive over 4 million page views this year.
- Because many parents will not remember all the schools in their area so they'll visit this site to find them.
- Because parents are often moving to new areas and need to find out about the nearby schools.
- Because parents will be comparing your competitors on this site.
- Because it is the trusted source for extensive information on private schools.
- Because we guarantee you'll see results or we'll refund your money.
- Because it is the best.
- Because it works.

## But we've already got plenty of enrolments...

Great businesses increase their marketing when business is booming. It keeps your message current and your name on everyone's lips. If your enrolments start to drop off it is already too late. From as little as 22c per day and no more than \$1.40 per day there is no reason not to. Even less if you advertise in the Schools Guide magazine.



**schools guide distribution casts the net further**  
we'll do anything if it means great results - call us, we're open to your ideas

## newsagencies

distributed through NDD distribution including over 1200 newsagencies statewide.

## free

available FREE throughout the state (Inc. Regional) VIA.....

- Child Care Centres, PreSchools, Kindergartens
- Real Estate Agents
- Sales Offices of New Developments/Subdivisions
- Doctor's Surgeries
- Dentist's / Orthodontist's Surgeries
- Private Hospitals (Maternity Wards)
- Defence Community Organisations
- I.C.P.A
- Information Centres
- Public Libraries
- Education Offices
- Ministerial Offices  
(Premier's Office, Minister for Education etc.)
- Catholic Education Offices
- The Association of Independent Schools
- Schools

## interstate

Relocation Agencies in  
QLD, NSW, SA, WA & VIC  
Public Libraries  
Information Centres

## overseas

80+ COUNTRIES  
International Education Expos  
State Development Offices  
Austrade  
Australian Education Offices

## Step 1 (book your space)

Confirm your advertising space by faxing the completed booking form in this pack

## Step 2 (confirmation)

We'll email you to confirm your booking and outline everything you need to get the ball rolling.

## Step 3 (your content)

It is time to prepare your content. This will vary depending on the space you have booked but in all cases you will have 2 things to consider - your print content and your web content.

### 1. Please email us the following Print Content:

- School address and contact details
- Year Levels
- Annual Fees (or 'Fees starting from less than \$x p.a.)
- Student Population
- Religious Affiliation
- CRICOS Number?
- Boarding?
- Boys/Girls/Co-ed?
- Sydway Reference Co-ordinates (eg. Map 24, A1)

### 2. Plus... A copy of your School Crest

(Below is for 1/4 page and above only)

### 3. Plus the following Editorial

All 1/4 page advertisers and above are entitled to editorial content equivalent to the size of the advertisement space booked. Supply as per...

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Facilities</li> <li>• Curriculum</li> <li>• Extras</li> </ul> | <div style="border-left: 1px solid black; border-right: 1px solid black; border-bottom: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | <p>Total word allocation...</p> <p>1/4 page = approx 400 words</p> <p>1/2 page = approx 800 words</p> <p>Full page = (approx 1600 words or you may replace some text with images)</p> |
| <ul style="list-style-type: none"> <li>• School editorial/outline</li> </ul>                           | <div style="border-left: 1px solid black; border-right: 1px solid black; border-bottom: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> |   |

### 4. Plus... your Advertisement Artwork as per...

A. You may supply completed artwork - as per the 'Supplying Artwork' page within this pack.

or

B. Our designers will create something for you at no extra cost. You will need to email us any images and text you would like included. We will also need some direction from you regarding the style and design. Our designers will contact you about this as required.

## Step 4 (final approval)

We'll send you a copy of your completed artwork (prior to print) as it will appear in the publication for final approval by you.

### 1. Please email us the following Web Content:

#### Expanded Listing Advertisers

You will need to supply a school outline of 100 words.

#### Gold Level advertisers...

Our staff will create the content for you based on your print content. You do not need to supply any further content.

#### Platinum Level Advertisers

You will be required to let our designers know if you would like your web feature to look similar to your existing website or if you would prefer it to resemble your print artwork or any other design.

Our designers will do all the hard work for you to get you started. You will then be emailed your login details for updating your own content and adding your own images to complete your feature.

### Please remember

it is important we receive your content as soon as possible. The deadlines outlined in this pack are the latest possible submission dates but we will have a large amount of work to complete around that time. We ask all schools to help our staff by supplying your artwork as soon as you possibly can.

## MAGAZINE ADVERTISING

Expanded colour listing including WEBSITE Listing	1/4 page advert including WEBSITE Feature GOLD	1/4 page advert including WEBSITE Feature PLATINUM	1/2 page advert including WEBSITE Feature GOLD	1/2 page advert including WEBSITE Feature PLATINUM	FULL page advert including WEBSITE Feature GOLD	FULL page advert including WEBSITE Feature PLATINUM	Inside Front Page 1 Back Cover including WEBSITE Feature PLATINUM	Page 3 Inside Back including WEBSITE Feature PLATINUM
\$264	\$1276	\$1496	\$2233	\$2453	\$4015	\$4235	\$5808	\$4367
Guaranteed ▶ Right Hand Page	\$1430	\$1650	\$2530	\$2750				
bonus - free magazine editorial space								

## WEBSITE ONLY ADVERTISING

Expanded Listing	\$88	Website Feature Platinum	\$550
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(NB. Website Feature Gold level is only available for magazine advertisers)

## WEBSITE FEATURES

WEBSITE FEATURES	GOLD	PLATINUM
Basic contact details Includes: School Name, Address, Telephone, Year Levels, Religious Affiliation, Student Gender, Boarding Details.		
Email Enquiries form		
School Outline - 100 words		
School Crest on Regional list page		
+		
Web hyperlink		
School Outline - Unlimited text		
"Featured School" banner ad on Regional list page		
Customised Banner Header 660 x 300 pxls		
Advanced Google Map		
Top tier billing in region		
Regional list bonus advert (permanent)		
+		
User Name & Password for self editing		
Image Gallery		
Local Transport TAB		
Feature Story TAB		
Your Invitation TAB		
Latest News TAB		
Upcoming/Next events TAB		
Customised Banner Header 660 x 600 pxls		
Banner advert on "Featured School Page"		
Banner advert on Home page (rotational)		



Contact Name: \_\_\_\_\_

**1 EDITION**

School Name: \_\_\_\_\_

**2 EDITION PACKAGE**

(SECURES SPACE WITHOUT PRICE INCREASE)

Postal Address: \_\_\_\_\_

**3 EDITION PACKAGE**

(SECURES SPACE WITHOUT PRICE INCREASE)

\_\_\_\_\_ Ph: \_\_\_\_\_

Email: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Ph: \_\_\_\_\_

Special Requirements:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please Tick

each of these options entitles bonus - free magazine editorial space

Expanded colour listing including WEBSITE Listing	1/4 page advert including WEBSITE Feature GOLD	1/4 page advert including WEBSITE Feature PLATINUM	1/2 page advert including WEBSITE Feature GOLD	1/2 page advert including WEBSITE Feature PLATINUM	FULL page advert including WEBSITE Feature GOLD	FULL page advert including WEBSITE Feature PLATINUM	Inside Front Page 1 Back Cover including WEBSITE Feature PLATINUM	Page 3 Inside Back including WEBSITE Feature PLATINUM
\$264	\$1276	\$1496	\$2233	\$2453	\$4015	\$4235	\$5808	\$4367
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>EARLY BIRD DISCOUNT RATES</b>								
\$237.60	\$1148.40	\$1346.40	\$2009.70	\$2207.70	\$3613.50	\$3811.50	\$5749.20	\$3930.30
Guaranteed Right Hand Page	\$1430	\$1650	\$2530	\$2750				
Early Bird Discount	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
	\$1287	\$1484	\$2277	\$2475				

**WEBSITE ONLY ADVERTISING (per 12 months)**

Expanded Listing	\$88	<input type="checkbox"/>
Website Feature Platinum	\$550	<input type="checkbox"/>

All prices include GST

Date:    /    / 20      Rate: \$ \_\_\_\_\_      Signature: \_\_\_\_\_

Terms and Conditions: 10% Loading, 30% Cancellation fee applies. Port Bimbi Pty Ltd retains the right to reproduce any images in the Schools Guide for promotional purposes only, including web, print, television and other advertising. Advertisements will be placed at our discretion unless otherwise requested above. Editorials are to be written in the third person. For more information freecall 1300 724 437.

**Fax completed booking form to 07 55 766 035**



1/4 page

Height: 130mm

Width: 85mm

1/2 page

Height 130mm

Width 180mm

## specifications

Text documents can be sent as a word doc which should suit most schools, all other text documents are fine also. Do not send photos embedded in these documents, these are better sent separately, see below.

Images can be sent as either .jpeg or .tiff in either colour combination (RGB or CMYK)

Completed Artwork is best supplied as a Hi Res CMYK Pdf @ 100% of output size.

## dimensions

1/4 page Height: 130mm x Width: 85mm

1/2 page Height 130mm x Width 180mm

Full Page: there are two options here, you can use a bleed or keep the advert within the white border. Bleeds maximise the printable area of the page which in turn creates a far greater impact than without.

BLEED: A4 (297mm x 210mm) 3mm all sides except the inside edge (spine) Inside Edge - 5mm

NO BLEED: Height 265mm Width 180mm

## word count

The word count can differ depending on how much info is included in the Facilities, Curriculum, Extras section of the "Our School" form. A pretty good guide to the amount is as follows and you will be called on to edit if there is too little or too much.

1/4 page approx. 400 words.      1/2 page approx. 800 words

Full page approx. 1600 words  
(or you may replace some text with images)

## stock

Printed 4 colour process throughout

Burst Bound

COVER: Euro Matt UV Varnish

TEXT: Euro Gloss

## print run

20,000 min with further print runs when required.

## emailing artwork

MAGAZINE: [artwork@privateschoolsguide.com](mailto:artwork@privateschoolsguide.com)

WEBSITE: [info@privateschoolsguide.com](mailto:info@privateschoolsguide.com)

## DEADLINES

Discount Booking Deadline - 18 June

Booking Deadline - 16 July

Artwork Deadline - 6 August

Publication Date - September