

PRINT  
EDITIONS

annual editions...

- QUEENSLAND/ NT
- SYDNEY
- VICTORIA

the NEXT  
GENERATION

smart

SCHOOLSguide

NOW INCORPORATING  
SHOMI (DIGITAL CONTENT)

Scannable Shomi codes allow readers to access your digital content (video, web, email) via any smart phone

1234 567 8901 2345

WEB

Australia's most popular  
and most advanced  
private schools website...with unsurpassed content and tools available  
for Schools Guide magazine advertisers[www.privateschoolsguide.com](http://www.privateschoolsguide.com)

Recommended by The Sydney Morning Herald

'The Independent Option' Feb 23, 2014

Independently ranked Australia's  
No.1 private schools website  
(visit alexa.com to see for yourself)

## DISTRIBUTION

20,000 copies distributed FREE via:

- Child Care Centres
- Kindergartens
- Pre-Schools
- Interstate Relocation Services
- Schools Guide website
- Play Centres
- Primary Schools
- Real Estate Agencies
- Targeted distribution - tailored to suit you



## SERVICE AND EXPERIENCE

The Schools Guide benchmark

- Over 15 years experience
- Reliable and professional service
- Experienced technical staff
- Proven results
- Guaranteed FREE distribution
- Working together with your school to achieve results
- Beware of imitators - Schools Guide is the one others try to copy



## DESIGN

- FREE graphic design service (if required) covering web and magazine
- Full gloss A4 publications
- Qualified, talented designers
- FREE editorial space to match your advertising space
- No copyright restrictions or release fee on our designs



Full specs are available at...  
[privateschoolsguide.com/artwork-specs](http://privateschoolsguide.com/artwork-specs)

## AFFORDABILITY

- Packages & rates to suit EVERY BUDGET
- Affordable for schools big or small
- Discounts for multi-year bookings
- Combining print & web exposure into cost-effective packages



## WEBSITE

Australia's No.1 private schools website  
Why would you advertise anywhere else?



**whether it's local,  
interstate or overseas,  
Schools Guide has got  
it covered**

### FOR SCHOOLS

- Featured Schools typically attracting between 4,000 - 10,000 visitors per year
- Login and add/update your own content
- Colossal space allocation including...  
unlimited text, 25 gallery images, up to 3 videos, huge header image, social integration, unlimited website links, enquiries form and lots more
- Promote school Open Days, Tours and Events (FREE for Platinum advertisers)
- Hits tab to track your visitor numbers

### FOR VISITORS...

- Easy to use, easy to find schools
- Powerful search tools
- Australia's best school-finder maps
- Over 6 million page views every year
- Over 30,000 unique visitors every month
- Consistently ranked one of Australia's top 3,000 most-trafficked sites\* (best competitor typically ranks outside top 20,000)

\* Independent ranking by alexa.com

1

**SHOMI (DIGITAL CONTENT)**

Scannable Shomi codes allow readers to access your digital content (video, web, email) via any smart phone

Shomi opens up a whole new world of digital content on your page - smart!



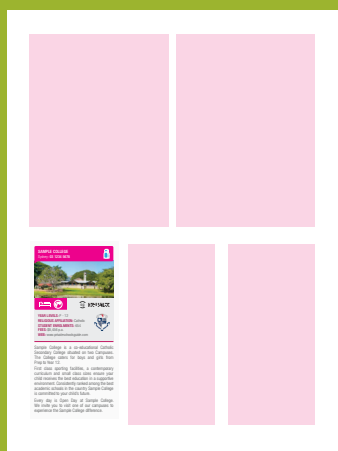
Shomi codes work just like QR codes but are less intrusive in print content which means we can include many more Shomi codes in each edition than was possible with QR codes. Each advertising school (1/4 +) will now have up to 3 Shomi links with their advert.

Get your Free Shomi Reader App from the App Store

2

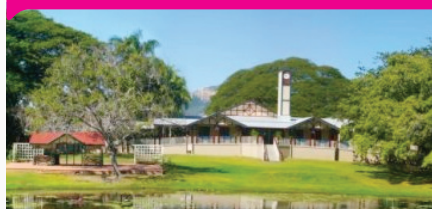
**NEW MINI-FEATURE (1/6 page) OPTION**

Allows schools on a tight budget to include one photo, 100 words and expanded listing details



SHOWN HERE AT ACTUAL SIZE >

**SAMPLE COLLEGE**  
Sydney: 03 1234 5678



**YEAR LEVELS:** P - 12  
**RELIGIOUS AFFILIATION:** Catholic  
**STUDENT ENROLMENTS:** 654  
**FEES:** \$8,456 p.a.  
**WEB:** [www.privateschoolsguide.com](http://www.privateschoolsguide.com)

Sample College is a co-educational Catholic Secondary College situated on two Campuses. The College caters for boys and girls from Prep to Year 12.

First class sporting facilities, a contemporary curriculum and small class sizes ensure your child receives the best education in a supportive environment. Consistently ranked among the best academic schools in the country Sample College is committed to your child's future.

Every day is Open Day at Sample College. We invite you to visit one of our campuses to experience the Sample College difference.

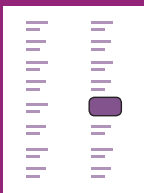
## EXPANDED LISTING \$480

## PRINT CONTENT

- EXPANDED COLOUR LISTING
- CREST • QR CODE

## WEB CONTENT

EXPANDED WEB LISTING



## EXPANDED LISTING (WEB UPGRADE) \$880

AS ABOVE +

WEB CONTENT UPGRADE TO  
PLATINUM WEBSITE FEATURE1/6  
page

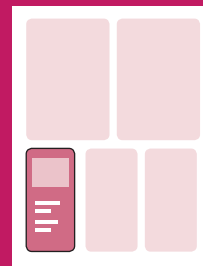
## MINI-FEATURE \$990

## PRINT CONTENT (FULL COLOUR)

- 1 SMALL IMAGE
- 100 WORDS (Overview)
- EXPANDED LISTING
- CREST • QR CODE

## WEB CONTENT

PLATINUM WEBSITE FEATURE

1/4  
page

## 1/4 PAGE PLATINUM FEATURE \$1430

## PRINT CONTENT (FULL COLOUR)

- 1/4 PAGE ADVERT
- EXPANDED LISTING
- CREST • QR CODE
- FREE 300 WORDS  
(Facilities/Curriculum/Extras/Overview)
- 3 X SHOMI LINKS
  - > Email
  - > School Video
  - > Platinum Web Feature

## WEB CONTENT

PLATINUM WEBSITE FEATURE



\*OPTIONAL  
Free editorial  
space can be  
absorbed by a  
larger advert

1/2  
page

## 1/2 PAGE PLATINUM FEATURE \$2365

## PRINT CONTENT (FULL COLOUR)

- 1/2 PAGE ADVERT
- EXPANDED LISTING
- CREST • QR CODE
- FREE 600 WORDS  
(Facilities/Curriculum/Extras/Overview/Editorial)
- 3 X SHOMI LINKS
  - > Email
  - > School Video
  - > Platinum Web Feature

## WEB CONTENT

PLATINUM WEBSITE FEATURE



\*OPTIONAL  
Free editorial  
space can be  
absorbed by a  
larger advert

FULL  
page

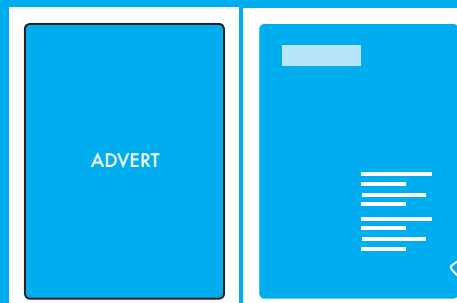
## FULL PAGE PLATINUM FEATURE \$4125

## PRINT CONTENT (FULL COLOUR)

- FULL PAGE ADVERT
- EXPANDED LISTING
- CREST • QR CODE
- FREE 1200 WORDS  
(Facilities/Curriculum/Extras/Overview/Editorial)
- 3 X SHOMI LINKS
  - > Email
  - > School Video
  - > Platinum Web Feature

## WEB CONTENT

PLATINUM WEBSITE FEATURE



\*OPTIONAL  
Free editorial  
space can be  
absorbed by a  
larger advert

\*See artwork specs at [www.privateschoolsguide.com/artwork-specs](http://www.privateschoolsguide.com/artwork-specs)

2014

## I WANT TO BOOK

Select a package to suit your school

AUSTRALIA'S PREMIER PRIVATE SCHOOLS DIRECTORY  
**SCHOOLS**  
guide

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

School/Business Name: \_\_\_\_\_

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

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

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

AD AGENCY  
(if applicable)

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

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

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

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

## NUMBER OF EDITIONS

(NOTE: MULTI YEAR BOOKINGS WILL BE INVOICED ONE EDITION AT A TIME)

☐**1 YEAR**

(BOOK THIS ADVERTISING FOR THIS YEAR'S EDITION ONLY)

☐**2 YEAR PACKAGE**

(BOOK AS A PACKAGE - THIS YEAR PLUS NEXT YEAR, BOTH AT THIS YEAR'S RATE)

☐**3 YEAR PACKAGE**

(BOOK AS A PACKAGE - THIS YEAR PLUS THE NEXT 2 YEARS, ALL AT THIS YEAR'S RATE)

Please Tick ✓

## ADVERTISING PACKAGES

All prices include GST

## EXPANDED LISTING

☐**\$260 - Expanded LISTING**☐**\$480 - Expanded LISTING + QR Code + Expanded WEB LISTING**☐**\$880 - Expanded LISTING + QR Code + PLATINUM WEBSITE FEATURE**☐**\$550 - Standalone PLATINUM WEB FEATURE**

## MINI-FEATURE

☐**\$990 - 1/6 page MINI-FEATURE + PLATINUM WEBSITE FEATURE**

## 1/4 PAGE

Colour magazine ADVERT  
+  
Expanded LISTING + QR Code  
+  
PLATINUM WEBSITE FEATURE  
+  
FREE 1/4 page EDITORIAL  
+  
SHOMI Links x 3

**\$1430**☐Guaranteed right  
hand page +\$220☐

## 1/2 PAGE

Colour magazine ADVERT  
+  
Expanded LISTING + QR Code  
+  
PLATINUM WEBSITE FEATURE  
+  
FREE 1/2 page EDITORIAL  
+  
SHOMI Links x 3

**\$2365**☐Guaranteed right  
hand page +\$440☐

## FULL PAGE

Colour magazine ADVERT  
+  
Expanded LISTING + QR Code  
+  
PLATINUM WEBSITE FEATURE  
+  
FREE full page EDITORIAL  
+  
SHOMI Links x 3

**\$4125**☐

## PREMIUM PAGES

Colour magazine ADVERT  
+ Expanded LISTING + QR Code  
+ FREE full page EDITORIAL  
+ PLATINUM WEBSITE FEATURE  
+ SHOMI Links x 3

INSIDE FRONT ☐INSIDE BACK ☐PAGE 3 ☐PAGE 1 ☐BACK COVER ☐**\$4380****\$5800**

## \* FRONT COVER

Cover Image  
+ Full Page ADVERT  
+ FREE EDITORIAL  
+ PLATINUM WEBSITE  
FEATURE  
+ SHOMI Links x 3



(see terms &amp; conditions)

☐**\$9900**

Special Requirements:

EMAIL TO [info@privateschoolsguide.com](mailto:info@privateschoolsguide.com)  
or FAX TO **07 55 766 035**

Date:     /     /     Signature: \_\_\_\_\_

TOTAL: \$

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\* Front cover for schools only - Image only (no text), subject to approval by Schools Guide staff, cover images must be high res. (300dpi) consistent with Schools Guide previous editions.