

PRINT
EDITIONSthe NEXT
GENERATION

smart

SCHOOLSguide



annual editions...

- QUEENSLAND/ NT
- SYDNEY
- VICTORIA

NOW INCORPORATING
SHOMI (DIGITAL CONTENT)

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



WEB

Australia's most popular
and most advanced
private schools website...with unsurpassed content and tools available
for Schools Guide magazine advertiserswww.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

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

EXPANDED LISTING

\$480

PRINT CONTENT

- EXPANDED COLOUR LISTING
- CREST • QR CODE

WEB CONTENT

EXPANDED WEB LISTING



EXPANDED LISTING (WEB UPGRADE)

\$880

PRINT CONTENT

- EXPANDED COLOUR LISTING
- CREST • QR CODE

WEB CONTENT

PLATINUM WEBSITE FEATURE



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

1/4
page

1/4 PAGE PLATINUM FEATURE

\$1480



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

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

1/2
page

1/2 PAGE PLATINUM FEATURE

\$2440



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

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

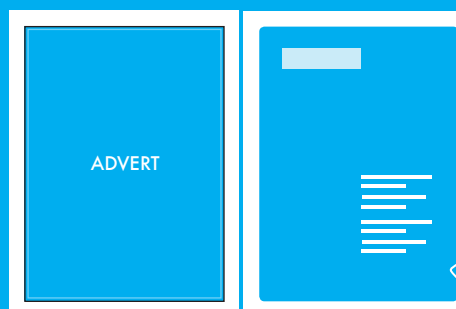
WEB CONTENT

PLATINUM WEBSITE FEATURE

FULL
page

FULL PAGE PLATINUM FEATURE

\$4220



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

*See artwork specs at 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: _____

EDITION

☐

QUEENSLAND/ NT EDITION

☐

VICTORIA EDITION

☐

SYDNEY EDITION

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)

AD AGENCY
(if applicable)

Agency Name: _____

Contact Name: _____

Email: _____

Ph: _____

Please Tick ✓

MAGAZINE 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

1/4 PAGE

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



\$1480

☐

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



\$2440

☐

Guaranteed right hand page +\$440

☐

GREAT VALUE

FULL PAGE

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



\$4220

☐

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 & conditions)

\$9900

WEB-ONLY ADVERTISING

☐

\$550 - Standalone PLATINUM WEB FEATURE

☐

\$88 - Standalone EXPANDED WEB LISTING

Special Requirements: _____

EMAIL TO info@privateschoolsguide.com
or FAX TO 07 55 766 035

Date: / /

Signature: _____

TOTAL: \$

Terms and Conditions: 10% Loading, 30% Cancellation fee applies. Port Bimbi Pty Ltd retains the right to reproduce images in the Schools Guide for promotional purposes, including web, print, television and other advertising. Advertisements will be placed at our discretion unless otherwise requested above. Free editorials must be written in the third person.

* 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 previous Schools Guide editions.