

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

2011  
**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 around half a million unique parents on a single website dedicated to private schools each year?
- Is there a website dedicated to private schools that has recorded over 6 million page visits in one year?
- Is there a way to advertise that guarantees results?
- Can we reduce our marketing costs but reach more parents?
- Is there a one-stop shop that does all the above?

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 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 right now on Australia's most visited private schools website

We guarantee to have your advert online within 24 hours. Guaranteed to perform or your money back (conditions apply, see 'our promises to you' section).



**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.

# about the publications



so much more

3 versions are now available each year...

- Queensland / Northern Territory Edition
- Victoria Edition

and coming soon • New South Wales Edition

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

Each edition allows schools to promote themselves in any way they see 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](http://www.privateschoolsguide.com)

## BY THE NUMBERS

### Site Statistics

- Unique visitors per month: **40,000+**
- Pages viewed per month: **450,000+**
- **90%** of visitors come from Google
- **10,000+** key phrases optimised to bring traffic from Google
- Ranked one of the top **2500** most visited websites in Australia
- Over **190** schools already featured
- A range of advertising options for school-related businesses



### 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](http://www.privateschoolsguide.com) is consistently ranked in the top 2500 websites in Australia for traffic. It completely outperforms its nearest rival site which is often ranked outside the top 30,000 in Australia.

We like to think of that performance like this: 'Would you rather promote your business on Google or Yahoo?' [www.privateschoolsguide.com](http://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 around 500,000 parents visiting this site every year.
- Because it will receive over 6 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.

## What if we are not a school but still wish to advertise?

The site offers a wide range of options for businesses of almost any time to take advantage of the Schools Guide website's huge traffic. See our advertising section for more details.

## Platinum Feature Page (now also available for a limited number of businesses per region)

Includes almost unlimited space to get your message across along with a huge selection of extras and maximum exposure.

- Unlimited text content
- Custom designed header section
- Free access to our graphic design staff
- Unlimited Upcoming Events content
- Up to 22 gallery images
- Extra images within text content
- Special Offers promotion
- Hits tab for tracking visits
- Free Home Page Advert
- Upgraded to premium position in region
- 'Featured School' advert (schools only)
- Banner advert in regional list (businesses only)
- Login/update yourself anytime
- Plus lots more...

## Expanded Web Listing (schools only)

- School Crest
- Contact details
- 100 Words School Outline
- Upgraded to higher position in region

## Banner Advertising...choose from

- Home Page banner ad
- Specific Regional Section banner ad

HOME PAGE [Right Column]  
(ADVERT 205x120px)  
\$44/MONTH (very limited availability)  
\*Plus optional advert design fee \$100

1 SCHOOL REGION  
[Right Column] (ADVERT 205x120px)  
\$22/MONTH  
\*Plus optional advert design fee \$100

# our promises to you

## Promise 1

Pay nothing now. We won't invoice magazine advertisers until it is on the shelves in your local newsagency!

## Promise 2

We'll do everything in our power to assist you to get your message out. Tell us where you would like to see the magazine distributed and we'll do our best to get it there!

## Promise 3

Our staff will be available to assist you anytime with any help you need regarding your print or web advertising at no extra cost!

## Promise 4

All featured schools on the Schools Guide website will receive at least 5 genuine enrolment enquiries via email or we'll refund 100% of your web advertising costs!

## Promise 5

We'll produce the finest quality non-government schools publication with wider distribution and far lower advertising costs than any other similar product!



How can we make these promises? Because we've been doing this for over 10 years in Victoria and Queensland.



# what's the bottom line?

## MAGAZINE ADVERTISING (with website feature...)

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

## WEBSITE EXTRA (only applicable for Expanded Colour Listing magazine advertisers)

<b>Expanded WEB Listing</b>	<b>\$88</b>
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## WEBSITE FEATURES [www.privateschoolsguide.com](http://www.privateschoolsguide.com)

## ADVERTISING LEVEL

POSITION IN WEBSITE SCHOOL LISTS	MID LEVEL	TOP LEVEL	TOP LEVEL	WEBSITE FEATURE GOLD	WEBSITE FEATURE 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				
	Advanced Google Map				
	Next level includes all the above +				
	Web hyperlink				
	School outline (as per your magazine editorial)				
	"Featured School" banner ad on regional list page				
	Banner Header 660 x 300 pxls (based on your magazine advert)				
	Top tier billing in region				
	Regional list advert				
	Next level includes all the above +				
	Username & password for self editing				
	Unlimited text				
	Image Gallery (22 images)				
	Local Transport TAB				
	Feature Story TAB				
	Your Invitation TAB				
	Latest News TAB				
	Upcoming/Next Events TAB				
	Upcoming Events Calendar (displayed on Home Page)				
	Special Offers Panel				
	Customised Banner Header 660 x 600 pxls				
	Banner advert on "Featured School Pages"				
	Banner advert on Home Page (rotational)				
	Hits TAB (to track how many visits you've had)				
	Professional support and assistance				





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

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

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

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

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

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

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

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

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

Special Requirements: \_\_\_\_\_

- ☐ **1 EDITION**
- ☐ **2 YEAR PACKAGE**  
(SECURES SPACE WITHOUT PRICE INCREASE)
- ☐ **3 YEAR PACKAGE**  
(SECURES SPACE WITHOUT PRICE INCREASE)

Please Tick ☒

each of these options entitles bonus - free magazine editorial space

Expanded colour magazine 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"/>
EARLY BIRD DISCOUNT RATES								
\$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	WEBSITE EXTRA for Expanded Colour Listing advertisers			
Early Bird Discount ▶	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
	\$1287	\$1484	\$2277	\$2475				
						Expanded Web Listing \$88 <input type="checkbox"/>		

## WEBSITE ONLY ADVERTISING

Platinum Feature Page ☐ \$550/yr  
Expanded Listing ☐ \$88/yr

Home Page banner advert ☐ \$44/mth  
Regional banner advert ☐ \$22/mth each

List Region(s) \_\_\_\_\_

All prices include GST

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

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