

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...



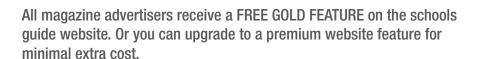
More copies
Wider distribution
Better product
Lower costs
Stronger support
Most popular website

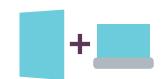
You will never need to advertise anywhere else!



what are our options?

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.





or

2 Advertise right now on Australia's most visited private schools website

We guarantee to have your advert onlilne 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



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.

about the website

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

schools guide schools directory

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 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 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.

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.



website advertising

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!



what's the bottom line?



All prices include GST

MAGAZINE ADVERTISING (with website feature...)

	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	
'	Guaranteed Alight Hand Page	\$1430	\$1650	\$2530	\$2750					
		bonus - free magazine editorial space								

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

Expanded WEB Listing

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W E B S I

S C H O O L

L S T S

Professional support and assistance

\$88

	WEBSITE FEATURES www.privateschoolsguide.com	ADVERTISING LEVEL				
M I D	Basic contact details Includes: School Name, Address, Telephone, Year Levels, Religious Affiliation, Student Gender, Boarding Details.	EVDANDED.				
L E V E L	Email Enquiries form	EXPANDED WEB LISTING				
	School Outline - 100 words					
	School Crest on Regional list page					
	Advanced Google Map		WEBSITE			
	Next level includes all the above +		FEATURE GOLD			
Т	Web hyperlink					
ġ	School outline (as per your magazine editorial)					
	"Featured School" banner ad on regional list page					
Ė	Banner Header 660 x 300 pxls (based on your magazine advert)					
V E	Top tier billing in region					
_	Regional list advert					
	Next level includes all the above +			WEBSITE FEATURE		
	Username & password for self editing			PLATINUM		
	Unlimited text					
	Image Gallery (22 images)					
	Local Transport TAB					
	Feature Story TAB					
T 0	Your Invitation TAB					
P	Latest News TAB					
L	Upcoming/Next Events TAB					
E V	Upcoming Events Calendar (displayed on Home Page)					
Ě	Special Offers Panel					
L	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)					

i want to book



Contact Name:								1 EDITION	
School/Business Name:								│ │ 2 Year Package	
Postal Address: Ph:								(SECURES SPACE WITHOUT PRICE INCREASE) 3 YEAR PACKAGE (SECURES SPACE WITHOUT PRICE INCREASE)	
Email:									
Design Agency i	Name:								
Contact Name:									
Email:									
Ph:									
Please Tick 🗸			each of th	nese options entit	les bonus - free	magazine editori	al spa	ce	
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
	ш								
\$237.60	\$1148.40	\$1346.40	EAR \$2009.70	LY BIRD DISCO	S3613.50	\$3811.50		\$5749.20	\$3930.30
Guaranteed Right Hand Page	\$1430	\$1650	\$2530	\$2750			-vn or		ting advertisers
Early Bird Discount	\$1287	\$1484	\$2277	\$2475		Expanded Web			B8 B8
WEBSITE ONLY ADVERTISING List Region(s)									
Platinum Feature Page \$550/yr Home Page banner advert \$44/mth Expanded Listing \$88/yr Regional banner advert \$22/mth each									
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.