

NON-GOVERNMENT

# SCHOOLS

# guide

Since 1999

SYDNEY EDITION

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

FEES  
RELIGION  
CURRICULUM  
TRANSPORT INFO  
FACILITIES  
CONTACT DETAILS  
MAPS



2014

Advertising Pack

Welcome to the **SCHOOLS**guide.  
Australia's premier non-government schools guides since 1999.

Thank you for taking the time to read our advertising pack.

The following pages outline some of the key features and benefits your school or business will enjoy by choosing Schools Guide.

Our team is a family.

And we mean that literally.

Our family has been producing unrivalled non-government schools publications for over 14 years. We like to think of our advertisers as part of our *extended* family. We hope you'll come to know our family and trust us to deliver on our promises to you. Like all our existing advertisers you can expect the highest level of dedication, service and honesty that over 300 schools across Australia have come to expect.

Our mission is simple. We'll produce Australia's finest schools publications. We'll give you outstanding service and affordable rates. We'll distribute the publication more widely than any similar publication (by a long way). We'll back that up with Australia's most-visited private schools website - the famous [www.privateschoolsguide.com](http://www.privateschoolsguide.com).

And... should you need assistance with your print advertisement or your website marketing our designers will help you free of charge.

In terms of distribution, you can rely on our team to get the publication out there. We target areas nominated by advertising schools. We personally visit thousands of venues each year. **Every copy is delivered free and always available free on the private schools guide website.**

It's easy to see why so many schools continue advertising with Schools Guide year after year.

Please take your time to look through this pack. It is designed to give you a very brief outline of some of the main features advertisers usually enquire about. If there is anything you would like to know more about please do not hesitate to contact myself or one of our team at any time.

We're here to help.

Kindest Regards



A handwritten signature in black ink, appearing to read 'Suzanne'.

Suzanne Cotton  
Director  
[suzanne@privateschoolsguide.com](mailto:suzanne@privateschoolsguide.com)  
07 55 766 835



# what is the schools guide?

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

Australia's premier private  
schools publication  
SINCE 1999

Schools Guide magazines



The Schools Guides are a series of **annual publications** dedicated exclusively to private and non-government schools

Since becoming the first of its kind in 1999 the Schools Guide remains Australia's premier private schools magazine-style publication

**Targeting parents** who are undecided on a school for their child

Over 300,000 copies have been **distributed** to a wide range of targeted venues across 3 states

Each edition is compiled into **regionally organised sections** and contains predominantly schools and school information



Schools Guide website

The guides are backed up by Australia's most popular and most advanced private schools website...

**www.privateschoolsguide.com**

...with unsurpassed content and tools available for Schools Guide magazine advertisers

## PACKAGES

### ■ choose a package

There is a Schools Guide advertising package to suit every school. Schools Guide packages allow schools to benefit from both magazine AND web exposure. No other medium (or imitator) can match Schools Guide products for **the ultimate bang for buck.**

#### DON'T HAVE PRINT ARTWORK?

Don't worry, our designers will design your ad FREE

### ■ our most popular package

#### (Magazine Premium) 1/4 Page Platinum Package

*you'll get...*

- 1/4 page advertisement in next print edition (supply your own or we'll make one for you)
- Platinum Web Feature on Schools Guide website
- 1/4 page free editorial space beside your advert in next print edition
- Free upgrade on Education Jobs website by Schools Guide



SG magazine advert



SG website feature

+ Free magazine editorial space + Free upgrade on Education Jobs website by Schools Guide

**ONLY \$1430** per year

### ■ other options

A range of options are available starting from only \$88  
See booking form for more information

## NEXT STEPS

seamless and simple... just the way you need it

1. Complete and return your booking form
2. We'll email you everything you need to know
3. Our friendly web designers will help get your school up and running
4. Our friendly artwork team will help you with your artwork requirements

## WEB OPTIONS

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

AUSTRALIA'S PREMIER PRIVATE SCHOOLS DIRECTORY



### top position

IN SCHOOLS GUIDE  
WEBSITE LISTINGS

## PLATINUM FEATURE

### PLATINUM WEBSITE FEATURE

- Username & password for **self editing**
- Unlimited **text**
- Unlimited web **hyperlinks**
- Unlimited Upcoming **Events/Open Days** (appears on multiple pages incl. home page)
- **Image Gallery** (up to 22 images)
- **Videos** (up to 3)
- Insert **extra images** within text content
- **Customisable** text content (colours, headings etc)
- Integration into sitewide Advanced **School-Finder Maps** (schools only)
- Selection of **extra content tabs** including  
Transport Options Tab, Feature Story Tab,  
Your Invitation Tab, Latest News Alert box,  
Scholarships Tab, Programs Tab,  
Principal's Message Tab,  
Past Student Profiles Tab,  
Special Offers Panel
- Social web integration (**Facebook, Twitter** etc.)
- Large Banner **Header** 700 x 500 pixels
- **Banner advert** on school listing pages (schools only)
- **Banner advert** on Home Page (schools only - rotational)
- **HITS tab** (to track how many visits you've had)
- Professional **support** and assistance
- **Synopsis** in regional school listings (schools only)
- Free upgrade on **Education Jobs** by Schools Guide website
- **Always appear first** in Advanced School finder searches (schools only)
- **\*TOP tier billing** in regional school listings

### DID YOU KNOW?

The Schools Guide website  
is Australia's top ranked  
private schools website

Platinum Feature also includes all items below

upgraded  
POSITION IN WEBSITE  
LISTINGS

## EXPANDED LISTING

### EXPANDED WEBSITE LISTING

- Email Enquiries form
- School Crest on Profile Page
- Schools crest on regional listing page
- 100 word (approx) school outline
- Third tier billing in region

Expanded Listing also includes all items below

alphabetical  
POSITION IN WEBSITE  
LISTINGS (after  
advertising schools)

## LISTING

### BASIC WEBSITE LISTING

- Basic contact details
- Year Levels, Religious Affiliation, Student Gender, Boarding Yes/No, CRICOS number.
- Google Map

\*TOP tier billing, along with any other PFS. PLUS automatically pushed to first spot every time you update your page.

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

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

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

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

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

## EDITION

☐ QLD/NT

☐ VICTORIA

☐ SYDNEY

## 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: \_\_\_\_\_

Cricos Schools (SKIP THIS QUESTION IF YOUR SCHOOL DOES NOT CATER FOR INTERNATIONAL STUDENTS)

Would you like to be contacted about relevant international student enquiries by our International student agent partner? YES ☐ NO ☐

## ADVERTISING PACKAGES

Please Tick ☐

All advertising schools (1/4 page +) receive free Expanded Colour Magazine Listing

All prices include GST

1/4 page		1/2 page		Full page		Premium pages		
colour magazine ADVERT + free 1/4 page EDITORIAL		colour magazine ADVERT + free 1/2 page EDITORIAL		colour magazine ADVERT + free full page EDITORIAL		colour magazine ADVERT + free full page EDITORIAL		Cover Pic + Full Page ADVERT + free EDITORIAL
<b>STANDARD</b> (incl. EXPANDED WEBSITE LISTING ONLY)	<b>PLATINUM</b> (incl. PLATINUM WEBSITE FEATURE)	<b>STANDARD</b> (incl. EXPANDED WEBSITE LISTING ONLY)	<b>PLATINUM</b> (incl. PLATINUM WEBSITE FEATURE)	<b>STANDARD</b> (incl. EXPANDED WEBSITE LISTING ONLY)	<b>PLATINUM</b> (incl. PLATINUM WEBSITE FEATURE)	<b>INSIDE BACK</b> PAGE 3 <input type="checkbox"/>	<b>INSIDE FRONT</b> PAGE 1 <input type="checkbox"/>	* FRONT COVER <input type="checkbox"/> (see terms & conditions)
<b>\$1210</b>	<b>\$1430</b>	<b>\$2200</b>	<b>\$2365</b>	<b>\$4015</b>	<b>\$4125</b>	<b>PLATINUM</b> <b>\$5500</b>	<b>PLATINUM</b> <b>\$6050</b>	<b>PLATINUM</b> <b>\$9900</b>
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		
Guaranteed right hand page +\$220 <input type="checkbox"/>		Guaranteed right hand page +\$440 <input type="checkbox"/>				<b>PLATINUM</b> (includes PLATINUM WEBSITE FEATURE)		

**SUB-TOTAL:** \$ \_\_\_\_\_

**EARLY BIRD DISCOUNT?** ☐  
- 10% (Booked by Mar. 14, 2014)

## WEBSITE-ONLY OPTIONS

### OTHER OPTIONS

- Stand-alone Website Expanded LISTING \$88 ☐
- Stand-alone PLATINUM WEBSITE FEATURE \$550 ☐

### BUDGET MAGAZINE OPTION

- Stand-alone Colour Magazine LISTING only (expanded) \$260 ☐

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

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 Schools Guide previous editions.

**Fax completed booking form to 07 5576 6035 or scan and email back to [info@privateschoolsguide.com](mailto:info@privateschoolsguide.com)**