

AUSTRALIA'S PREMIER PRIVATE SCHOOLS DIRECTORY

SCHOOLS
guide
Since 1999

SG
GET **FOUND**

SCHOOLS

AUSTRALIA'S PREMIER PRIVATE SCHOOLS DIRECTORY

SCHOOLS
guide
Since 1999

SCHOOLS guide reaches more parents, with stronger products, wider distribution, better service, affordable rates and proven results!



SG

Non-Government Schools Guide

- SYDNEY EDITION
- VICTORIA EDITION
- QUEENSLAND / NORTHERN TERRITORY EDITION

PSG

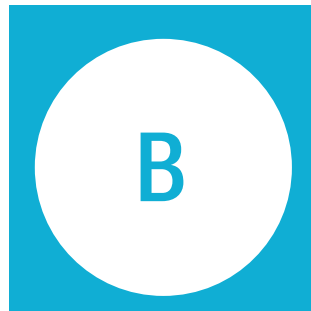
www.privateschoolsguide.com

SG offers effective marketing for Non-Government schools and related businesses via online and print mediums. Prime, unparalleled exposure via web, social media and print.

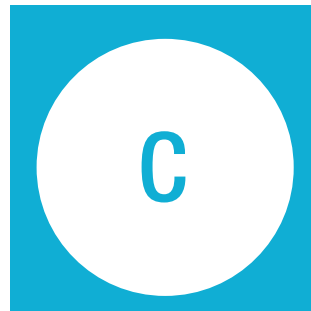
Take a look...



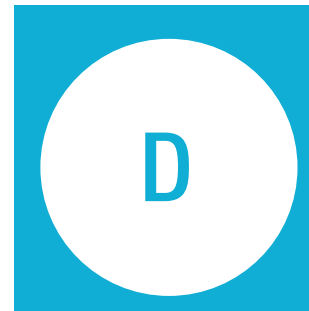
Speak directly to a targeted, engaged audience



Your message broadcast daily via privateschoolsguide.com



Social media feeds via Schools Guide facebook, twitter and instagram



Your message delivered by hand and electronically directly to your target market



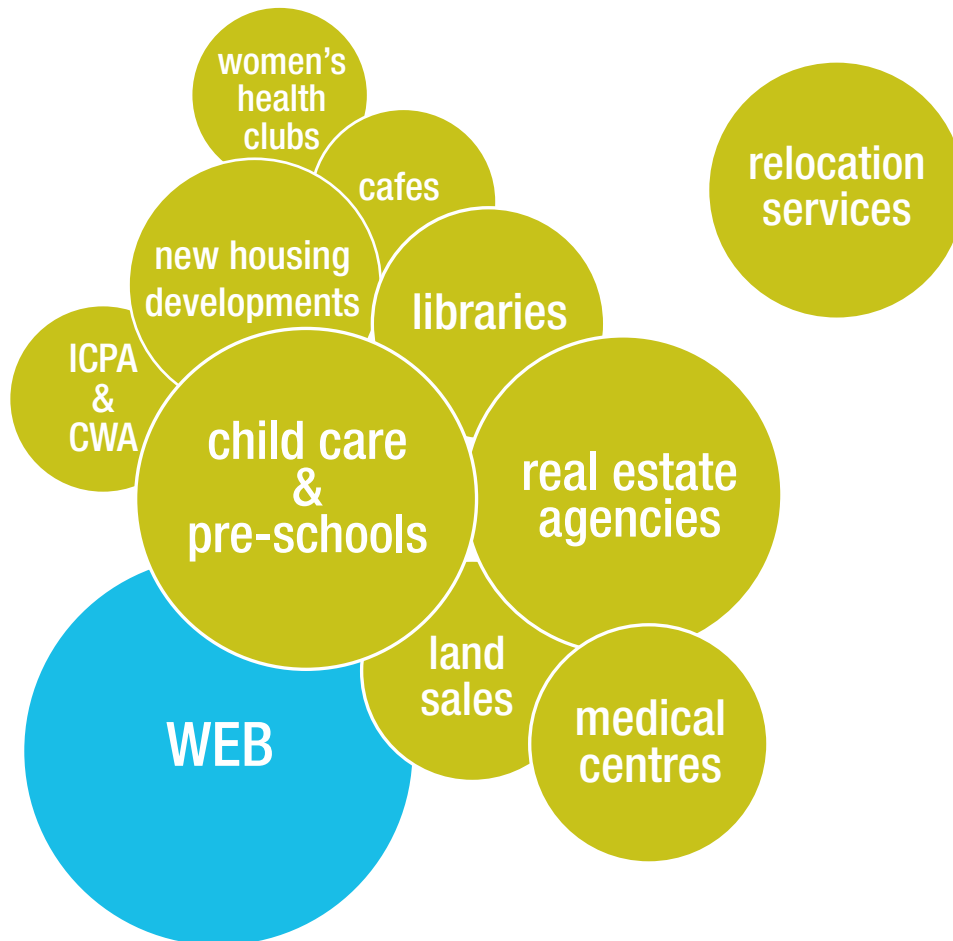
Dedicated helpdesk staff directing enrolments and enquiries to schools

Want to shout to your audience?

Web banner advertising available

Like a discount for next year?

Talk to us about multiple edition discounts



Distributed FREE via:

Child Care Centres
Kindergartens
Pre-Schools
Interstate Relocation Services (Grace & Crown)
ICPA
CWA
Schools Guide website
Play Centres
Primary Schools
Real Estate Agencies
New Housing Developments / Land Sales
Medical Centres
Libraries
Various Women's Health Clubs, Cafes and Salons

Targeted distribution - tailored to suit your school

Backed by **the big one** -
www.privateschoolsguide.com

PSG

www.privateschoolsguide.com



page views
every year



unique visitors
every year



Google rank for
major keywords

- Australia's most-visited private schools website
- Far higher traffic rank than any competitor
- **No.1 in Google** for most relevant keywords
- Averaging 40,000+ unique visitors every month
- Over 4 million page views each year
- Huge space allocation for Featured Schools
- Interactive school maps
- Free upcoming Event promotion for Featured Schools
- Powerful search tools
- Free 'Help Desk' to assist parents find a school
- Free social media promotion of Featured Schools
- Dedicated home page space for school vacancies and scholarships
- Featured schools listed above all others
- Bonus home page promotion for simply updating your content

There are lots of reasons
why Schools Guide website
is **No.1**



Search engine
and mobile
friendly

POPULAR OPTIONS

WEB-ONLY
\$550

Platinum Web Feature

AUSTRALIA'S NUMBER 1 PRIVATE SCHOOLS WEBSITE

Other budget options also available including Expanded Listing and Expanded Listing Plus

BANNER ADVERTISING
From \$22

Book via the website.
 No contracts.
 Campaigns start from only \$22.

MAG+WEB
\$1580

1/4 PAGE
 +
FREE
1/4 Page
 Editorial space
 +
 Platinum Web Feature

REACH A WIDER AUDIENCE WITH MAG AND WEB

MAG+WEB
\$2590

1/2 PAGE
 +
FREE
1/2 Page
 Editorial space
 +
 Platinum Web Feature

STAND OUT WITH A FULL PAGE OF SPACE PLUS WEB

MAG+WEB
\$4420

FULL PAGE
 +
FREE
FULL Page
 Editorial space
 +
 Platinum Web Feature

OWN IT! TWO PAGES SIDE BY SIDE PLUS WEB

POPULAR

BEST VALUE

PREMIUM OPTIONS

IBC or P3+WEB
\$4600

FULL PAGE

IFC or P1+WEB
\$5990

FREE FULL Page
 In your chosen region

FRONT COVER+WEB
\$9990

Platinum Web Feature

WHICH ONE IS RIGHT FOR YOU?

WEB

Choose PSG Website advertising to reach parents searching the web for schools. The vast majority of parents looking for private schools in any area of Australia will visit privateschoolsguide.com

OR

MAG+WEB

Choose SG Magazine advertising to reach local parents with children in child care or pre-school *plus* anyone relocating to your area *plus* anyone searching online

WHAT WILL YOU GET?

SCHOOLS GUIDE Magazine Advertising

Choose from the following Annual Editions Available

- Victoria
- Sydney (Including Central Coast & Wollongong)
- Queensland / Northern Territory

Feature Sections

- Geographical-based layout
- Boarding schools section
- IB section

- Every advertiser (1/4 page package or larger) receives bonus FREE space equivalent to their advertisement
- 'Shomi' and 'QR' codes (smart content) included with every advertising school giving readers access to digital content
- Platinum Web Feature subscription included FREE with every advert (1/4 page or larger)

1/2 page of
space starting
from **\$1,580**

1/4 page or larger

• **FREE/\$550**

SCHOOLS GUIDE Website Advertising

- PLATINUM WEB FEATURE provides for virtually unlimited content on Australia's most-visited schools website. Unlimited text content. Up to 25 Gallery Images. Up to 6 videos. Unlimited 'Upcoming Events' pages. Social media links and complimentary promotion. Unlimited web links. 'Email Us' form. User reviews and ratings. School News articles... plus lots more.
Top level listing position

\$198

- EXPANDED WEB LISTING PLUS+ provides for brief text content, school crest plus unlimited Upcoming Events pages.
Mid level listing position

SCHOOLS ONLY

\$88

- EXPANDED WEB LISTING provides for brief text content and school crest.
Mid level listing position

MORE ABOUT THE SCHOOLS GUIDE MAGAZINES

Hundreds of thousands of Schools Guide Magazines have been distributed since 1999. Our extensive distribution experience means we can get the publications to all the places parents will find them. Every copy is FREE. Online orders only pay for postage. Our talented design staff can help with design at no extra cost and every advertiser receives a free Platinum Web Feature on privateschoolsguide.com.

MORE ABOUT PRIVATESCHOOLSGUIDE.COM

The Schools Guide website, www.privateschoolsguide.com Australia's premier private schools directory is visited by over 40,000 different people every month making it easily Australia's most-visited private schools website. Mobile-friendly and optimised for search engines it is No.1 in Google for most major keywords and outranks every competitor site by a long margin.

PLUS



Professional Support
 Experienced technical staff
 providing free design
 assistance and web support

2017

I WANT TO BOOK

EDITIONS (which edition(s) would you like to advertising in?)

SYDNEY

VICTORIA

QLD/NT

Contact Name: _____

School/Business Name: _____

Postal Address: _____

Ph: _____

Email: _____

AD AGENCY
(if applicable)

Agency Name: _____

Contact Name: _____ Ph: _____

Email: _____

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)

Special Requirements:

Please tick all applicable

ADVERTISING PACKAGES

All prices include GST

MAGAZINE - Non-Government Schools Guide

WEBSITE - www.privateschoolsguide.com

1/4 PAGE +
FREE 1/4 page EDITORIAL
(OR your space can be combined into a single 1/2 page advert)

+ PLATINUM WEB FEATURE

\$1580

Guaranteed right hand page +\$220

1/2 PAGE +
FREE 1/2 page EDITORIAL
(OR your space can be combined into a single full page advert)

+ PLATINUM WEB FEATURE

\$2590

Guaranteed right hand page +\$440

FULL PAGE +
FREE FULL page EDITORIAL
(OR your space can be combined into a double page advert)

+ PLATINUM WEB FEATURE

\$4420

PREMIUM PAGES +
FREE FULL page (in chosen region)
+ PLATINUM WEB FEATURE

INSIDE FRONT INSIDE BACK
 PAGE 1 PAGE 3
 BACK COVER **\$4600**

\$5990

FRONT COVER

* Cover Image
+ Full Page ADVERT
+ PLATINUM WEB FEATURE

\$9900

(see terms & conditions)

BOARDING SCHOOL MINI FEATURE

MINI-FEATURE (1/6 page) + PLATINUM WEB FEATURE
\$1100 (\$220 for 1/4 or larger advertisers)

BOARDING SCHOOL MINI available for BOARDING SCHOOLS ONLY

EXPANDED LISTING (schools only) **\$260** - Expanded LISTING

\$480 - Expanded LISTING + QR Code + Expanded WEB LISTING

\$880 - Expanded LISTING + QR Code + PLATINUM WEB FEATURE

\$550 - Standalone PLATINUM WEB FEATURE

Date: / /

Signature: _____

TOTAL: \$

EMAIL TO
info@privateschoolsguide.com

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