

# SCHOOLS GUIDE MEDIA KIT

## Website Advertising

# 2010

www.privateschoolsguide.com

The screenshot displays the website's interface for searching private schools. At the top, there's a navigation bar with links like 'Privacy', 'Sponsor', and 'Contact Us'. Below this, a search bar is set to 'Melbourne Metro private schools'. A list of schools is shown, each with a featured image and details like 'Region: Melbourne Metro' and 'Year Levels: ELC to Year 12'. On the right side, there's a sidebar with a map of Australia and a list of links to other regions like Queensland, New South Wales, and Victoria. At the bottom, there's a login section for approved schools and a link to update school details.

Advertising opportunities for schools  
on Australia's premier Private  
Schools website.

Australia's premier private schools directory

# SCHOOLS

# guide

Since 1999

**SCHOOLS GUIDE WEBSITE 100% GUARANTEE**  
**If your school doesn't receive at least 5 genuine enquires from  
prospective parents we'll refund your money!**

We know the Schools Guide website works. And we know it will work for your school. In fact we're so confident that we'll completely refund your money if we're wrong. Now there's absolutely no risk to your school and no reason not to advertise. Contact us today to get your school featured within 24 hours.

Conditions: None!

Feature your school and receive at least 5 email enquiries within your first 12 months or contact us for your full refund. Applies to all Premium Featured Schools.

# **ADVERTISING ON THE SCHOOLS GUIDE WEBSITE FAQs**

## **WHY SHOULD OUR SCHOOL ADVERTISE?**

The Schools Guide website is probably the most widely used resource in Australia for anyone searching for information regarding private and non-government schools.

## **BUT OUR SCHOOL ALREADY HAS ITS OWN WEBSITE?**

Great, all the more reason to advertise. Your website is not much use if a prospective parent can't find you. Many parents searching for a school don't know all the schools in their area or may forget about your school when they are doing their search. That's why they visit the Schools Guide website - to find schools and compare them. If your school isn't highlighted on this site you are missing out on possible enrolments because parents will only be looking at your competitors. With a Premium Feature page on the Schools Guide website you are guaranteed to bring more traffic to your own site, guaranteed to receive more enquiries and guaranteed to get a lot more parents considering your school - that means enrolments.

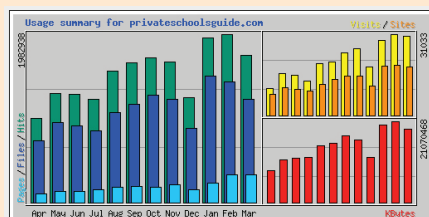
## **WHAT IS INVOLVED IN ADVERTISING OUR SCHOOL?**

Advertising your school is a very simple process. Once you've completed our simple booking form we'll contact you and do all the hard work to get you started. We'll even design the look and feel of your feature page for you. Then we'll send you your own login instructions so you can change or add extra text and add some images to your feature page. It is so simple a child could do it. No learning involved just a few simple steps and you are done. You can change your own content anytime and all enquiries will be sent directly to your nominated email address. Simple.

## **HOW WILL WE KNOW IF IT IS WORKING FOR US?**

You will start to see an increase in traffic on your own website (your website should have its own traffic statistics - just check with your webmaster). You will also be able to monitor how many people have visited your Feature page. But most importantly you are likely to start receiving enquiries about your school directly to your email address.

# SCHOOLS GUIDE WEBSITE STATISTICS OVERVIEW



## TRAFFIC

- Over 370,000 page visits per month
- Over 3.5 million page visits per year

## POSITION & SEARCHES

- Excellent placement with all major Internet search engines including Google, Bing and Yahoo
- Currently ranked one of the top 5250 most visited websites in Australia by Alexa - the Web Information Company
- Over 10,000 different search strings resulting in visits through google

## ENQUIRIES

- Over 4,500 direct enquiries delivered to schools through the website each year

The Schools Guide website offers an excellent opportunity to reach potential parents and new students who are yet to decide on a school.

## STATISTICS FROM SOME EXISTING FEATURED SCHOOLS



A.B.Paterson College GOLD COAST  
5528 Unique Visitors, 48 email enquiries

Balcombe Grammar MELBOURNE  
4401 Unique Visitors, 22 email enquiries

Clayfield College BRISBANE  
3849 Unique Visitors, 19 email enquiries

Caulfield Grammar School MELBOURNE  
2896 Unique Visitors, 35 email enquiries

These figures are a cross section of results from a range of schools. Many of the visitors to these schools would have then clicked through to the school's own website. These are typical results to give you an idea of what you might expect. There are some schools who have received many more visitors than these.

## WHAT MAKES SCHOOLS GUIDE THE BEST OF ITS KIND?



### USABILITY

The Schools Guide website is easily the most user-friendly school directory available. While some sites offer confusing, complex search systems with pointless shortlists and specialised searches, the Schools Guide website has simple navigation and easy to use menus which make it a cut above the rest. [Need to quickly find a school in your area? The Schools Guide is where you come.](#) But if it's advanced searches you need, we've got that covered too.



### CLARITY

The Schools Guide website is clear and concise with all featured schools clearly identified in each region. [Just a couple of clicks and visitors are seeing the schools they are after in large clear lists with lots of information jumping out at them.](#)



### VISUAL POWER

Featured schools throughout the site are able to attract visitors to their feature through our unique 'Featured Schools Banner Adverts' which dominate every region. The instant a visitor has clicked to view a region of schools they are presented with large visual banners about a range of schools. This unique system means [the Schools Guide has vastly more power to get visitors to your feature than any other site of its kind.](#) No contest!



### MASSIVE CONTENT ALLOCATION FOR EACH SCHOOL

Schools Guide gives schools unrivalled power to present information about your school. Each Feature Page gives your school unlimited text content, 22 gallery images, a large customised header image region, a wide range of additional information tabs, advanced google mapping system able to give directions to the school from any location and an enquiries form that directs enquiries straight to your school. [No other directory even comes close to this amount of content.](#) Plus we can link your feature page to your own forum page within the site. This means you can build your own mini-community and liaise with prospective parents, build relationships or discuss schooling issues on Australia's premier private schools directory and get alerted any time you receive a new post. Wow!



### RESPECT AND CREDIBILITY

Backed by Australia's finest private schools publication (Schools Guide) now celebrating its 10th anniversary, [with over 300,000 copies having circulated in that time the Schools Guide website is quite simply THE most credible site of its kind.](#)



### PROFESSIONAL SUPPORT

Ever been on a website and tried to get help? Many websites are not constantly monitored by professional staff. [Our team are online 'live' every day during working hours to respond to any queries or issues you may have.](#) Simply send us an email and we'll get onto your request with minutes. We are pretty confident that no other schools directory can match that! Plus we have a team of qualified graphic designers who'll design your feature page for no extra cost.

## OK, SO WHAT ARE MY OPTIONS?

If you would like to promote your school on the schools guide website you have 2 options.

**Expanded Listing** (Silver Level advertising) - \$80 per year (\$88 Incl. GST)

and

**Premium Featured School** (Platinum Level advertising) - \$500 per year (\$550 Incl. GST)

If you are interested in advertising in the Schools Guide magazine you have a third option

**Basic Featured School** (Gold Level advertising) - \$Free with any Schools Guide print advertisement. Or you can upgrade to a Premium Feature for only \$264 extra per year.

### 1. Expanded Listing



- Includes contact details and standard information about your school such as student gender, religious affiliation and year levels.
- Up to 100 words about your school.
- Advanced google mapping system able to give directions to the school from any location and an enquiries form that directs enquiries straight to your school.
- Your listing will be highlighted by your school crest in the list of schools in your region and moved to a higher position in the list.

#### What you can expect to achieve from this level...

WITH NO ADVERTISING - Well known Brisbane Girls' School 'L'... has received 524 visitors and no enquiries

WITH EXPANDED LISTING - Other well known Brisbane Girls' School Brigidine College has received 1587 visitors and 11 enquiries

### 2. Basic Featured School advertising (for Magazine Advertisers only)

- Includes any text and images used in your print advertisement plus a website hyperlink. Conditions apply.

### 3. Premium Featured School



- Includes all the information available to Expanded Listing Level above plus...
- Unlimited text content
- School website hyperlink
- Up to 22 gallery images
- Large custom designed header image region
- Wide range of additional information tabs and fields
- Login and update your own content
- Forum Integration
- 'Featured School' banner ad in your region
- Banner ad on 'Featured Schools' page
- Home page banner ad (appearing on random rotation)
- 'Live' support during business hours
- Graphic designer support
- Top level position in your region list

#### What you can expect to achieve from this level...

Well known Brisbane Girls' School Clayfield College has received 3849 visitors and 19 email enquiries.

## Premium Feature in Detail

- **Unlimited text content** - you can login and add as much text as you like to any of the available fields and tabs
- **School website hyperlink** - many visitors to your feature will click your link and visit your website
- **Up to 22 gallery images** (each school has an allocation of 1 megabyte)
- **Large custom designed header image region**. Our design staff will create this for you at no extra cost - generally we base it on your website design but you can specify what you would like
- **Wide range of additional information tabs and fields** - some of the newest additions to these areas include:



**Open Days** - there is a new tab available once you've logged in called Open Days/ Tours. This tab contains text fields for you to outline your open days or tours. You can also enter a date into the calendar for your next Open Day. This calendar is automatically connected to the open day feature on the Schools Guide home page which displays the next 6 open days occurring across the country. By using this feature you'll be alerting thousands of parents about your upcoming event.

**Past Student Profiles** - this new tab allows you to include feature articles or other content about past students who've gone on to do great things. You can also include an image.

**Transport Options** - if you think parents might be interested in some of the transport facilities in your local area or if you'd like to highlight a local transport supplier this tab is a great idea.

**Advanced Google map** - our new Google Mapping system will display your school's main campus location automatically (based on the address specified in your contact details). This mapping system also allows visitors the capacity to enter their address into the map to get directions from anywhere in Australia directly to your school's front door! We can also include additional maps if you'd like to display the location of other campuses. Please email us for help with this.

**Latest Tweets** - is your school on Twitter? You can now enter your twitter name into this new tab to display all your latest tweets directly within your profile page and provide links straight to your twitter page.

**Other tabs include** - Feature Story and Next Events tabs for adding further content

- **Login and update your own content** - you can update all your content anytime during your 12 month campaign
- **Forum Integration** - we can add a page to our forum dedicated to your school. Any posts on that page will be directed directly to you and will appear on your feature page
- **'Featured School' banner ad in your region** - we'll create a banner ad for you - like the one above - which will appear in your school region
- Banner ad on 'Featured Schools' page - we'll also add you to our 'Featured Schools' section
- **Home page banner ad** (appearing on random rotation) - you can expect tens of thousands of impressions of your school's ad on our homepage
- **'Live' support during business hours** - email us and we'll reply within minutes
- **Graphic designer support** - graphic designers on hand to help
- **Top level position in your region list** - the schools in these positions receive maximum exposure and return the highest number of visits and enquiries

## WEBSITE ADVERTISING ORDER FORM

Please complete this form to confirm you would like to advertise your school on the schools guide website - [www.privateschoolsguide.com](http://www.privateschoolsguide.com)

### Contact Details

Name of School:

Address:



Postcode:

Email:

Tel:

### PLEASE COMPLETE THIS FORM AND FAX TO 55 766 035

The Schools Guide website has attracted over 2.3 million page visits over the past 12 months, and currently averages over 330,000 per month. In that time over 4500 direct email enquiries have been recorded by schools from visitors to the site.

The schools guide magazines are widely distributed across 3 states and are available in over 2000 newsagencies.

*"Our school has increased enrolments by 120 students since advertising in the 2008 Schools Guide." Mowbray College Melbourne*

### STEP 1. SELECT YOUR CHOICE OF FEATURE OPTION...

Note: only 'Premium Featured School' advertisers can login and update their own content

#### Basic Advertising Level -

☐

EXPANDED LISTING - \$88 per year

Includes extended school details, Enquiries Form, 100 words, higher Listing position, plus school crest.

Proceed to Step 3

#### Premium Advertising Level -

☐

PREMIUM FEATURED SCHOOL - \$550 per year

Includes extended school details plus unlimited text, image gallery (up to 22 images), advanced google location map, web hyperlink, banner advertisement, customised feature page design, 'next events' tab, 'feature article' tab, 'your invitation' tab, login and update feature, Schools Guide Forum integration, free graphic design and web support, top level Listing position.

Proceed to Step 2

### STEP 2. (PREMIUM FEATURED SCHOOL ADVERTISERS ONLY) Please select one (1) of the following options...

☐

I will supply the header section artwork for my school's feature via email (660px wide and up to 600px height).

☐

I would like Schools Guide staff to design the header section for our school feature. Please base the design on our latest print advertisement (which we will supply as required).

☐

I would like Schools Guide staff to design the header section for our school feature. Please base the design on information and images available on our website.

### STEP 3.

By signing this document you are agreeing to the particulars outlined above to appear on [www.privateschoolsguide.com](http://www.privateschoolsguide.com) for a period of 12 months starting from the date listed below. 'Feature Options' selected above are priced as per the following scale: 'Expanded Listing' = \$88/yr, 'Featured School' = \$550/yr. All prices include GST. Schoolsguide guarantees each School will be updated on the website within 7 days of receipt of this document (during normal business hours). Should we fail to honour this guarantee the costs for the current 12 month period will be waived. An invoice for continued subscription to this service will be sent automatically each year upon expiration of the initial 12 month period unless notice is received via email or other written form prior to expiration of any subscription. Upon receipt of this document our staff will contact you within 48hrs to confirm receipt and outline artwork requirements. All artwork should be supplied via email to: [info@privateschoolsguide.com](mailto:info@privateschoolsguide.com). Where schools fail to provide adequate artwork we will make all reasonable efforts to obtain relevant information from that school's website. All school features created on behalf of schools will be developed and uploaded by Schoolsguide's qualified graphic designers in a professional manner relative to the existing corporate identity of that school. Designs remain the property of Port Bimbi Publishing unless otherwise agreed. Additional fees may apply should a school wish our staff to customise a design to their specifications.

Your name:

Date::

Signature:

**OUR STAFF WILL CONTACT YOU  
UPON RECEIPT OF THIS FORM TO  
COMPLETE YOUR ORDER.**

ADMIN ONLY

PLEASE RETURN TO: PO Box / 1281 Burleigh Heads Qld 4220 OR Fax / 07 55 766 035 OR Email / [info@privateschoolsguide.com](mailto:info@privateschoolsguide.com)

## SITE STATISTICS IN DETAIL

### High ranking Google searches (Statistics by Google Analytics)

#### GOOGLE Page 1, Rank 1

nsw private schools  
private schools guide  
private schools in nsw  
schools guide  
melbourne private schools guide  
brisbane private schools guide  
private schools brisbane west  
Qld private schools guide  
private schools melbourne east  
toowoomba private schools  
private schools cairns  
gold coast private schools  
mackay private schools  
rockhampton private schools  
private school jobs nsw  
private school toowoomba  
private schools melbourne north  
private schools eastern suburbs sydney  
private schools in nsw australia  
private schools nsw australia  
private schools sydney eastern suburbs  
private schools toowoomba  
private schools in toowoomba  
private schools in townsville  
tas schools brisbane  
co-ed private schools melbourne  
casey grammar school cranbourne east  
adelaide private schools guide

These are just a few of our  
**Google ranked**  
**No. 1**  
searches

### Some other high ranking Google searches

#### GOOGLE Page 1, Rank 2

private coed schools melbourne  
private schools, west brisbane  
balcombe grammar mt martha  
boarding schools guide  
boarding schools on the gold coast  
boarding schools sunshine coast  
cairns private schools  
gattin private school  
girls boarding schools in brisbane  
glenvale school stawell  
gympie boarding schools  
hervey bay private schools  
private schools in bendigo region  
private schools in mackay  
st monica's primary school adelaide

#### GOOGLE Page 1, Rank 3

gold coast private schools  
brisbane boys college fees  
broome private schools  
hope christian school  
milton nsw private school  
mount gravatt private schools  
private schools brisbane north  
private schools in ballarat  
private schools mackay qld  
private schools sydney west  
private schools in wollongong  
st therese west wollongong australia  
st. michael's school gold coast  
the southport school fees  
xavier catholic college hervey bay

### Schools Guide versus the leading competitor

according to Alexa the web information company (as at April 2010)

Schools Guide - Australia-wide traffic ranking - 5,237 (ranked from all websites in Australia. google.com.au is ranked no 1.)

Leading competitor - Australia-wide traffic ranking - 38,285 (current)

You can verify these figures yourself by visiting [www.alexa.com](http://www.alexa.com)

