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WHAT IS THE SCHOOLS GUIDE?

Australia's premier non-government schools publication and website

AUSTRALIA'S PREMIER PRIVATE SCHOOLS DIRECTORY
SCHOOLS
guide

SINCE 1999

PRINT
EDITIONS

the **NEXT**
GENERATION

smart

SCHOOLSguide

annual editions...

- QUEENSLAND/ NT
- SYDNEY
- VICTORIA

NOW INCORPORATING
SHOMI (DIGITAL CONTENT)

Scannable Shomi codes allow readers to access your digital content (video and web) via any smart phone



FOR SCHOOLS **FOR SCHOOLS**

WEB



**Australia's most popular
and most advanced
private schools website**

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

www.privateschoolsguide.com

Recommended by The Sydney Morning Herald

'The Independent Option' Feb 23, 2014

Independently ranked Australia's
No.1 private schools website
(visit alexa.com to see for yourself)

DISTRIBUTION

20,000 copies distributed FREE via:

- Child Care Centres
- Kindergartens
- Pre-Schools
- Interstate Relocation Services
- Schools Guide website
- Play Centres
- Primary Schools
- Real Estate Agencies
- Targeted distribution - tailored to suit you



SERVICE AND EXPERIENCE

The Schools Guide benchmark

- Over 15 years experience
- Reliable and professional service
- Experienced technical staff
- Proven results
- Guaranteed FREE distribution
- Working together with your school to achieve results
- Beware of imitators - Schools Guide is the one others try to copy



DESIGN

- FREE graphic design service (if required) covering web and magazine
- Full gloss A4 publications
- Qualified, talented designers
- FREE editorial space to match your advertising space
- No copyright restrictions or release fee on our designs



Full specs are available at...
privateschoolsguide.com/artwork-specs

AFFORDABILITY

- Packages & rates to suit EVERY BUDGET
- Affordable for schools big or small
- Discounts for multi-year bookings
- Combining print & web exposure into cost-effective packages



WEBSITE

Australia's No.1 private schools website
 Why would you advertise anywhere else?



**whether it's local,
 interstate or overseas,
 Schools Guide has got
 it covered**

FOR SCHOOLS

- Featured Schools typically attracting between 4,000 - 10,000 visitors per year
- Login and add/update your own content
- Colossal space allocation including... unlimited text, 25 gallery images, up to 3 videos, huge header image, social integration, unlimited website links, enquiries form and lots more
- Promote unlimited school Open Days, Tours and Events (FREE for Platinum advertisers)
- Hits tab to track your visitor numbers

FOR VISITORS...

- Easy to use, easy to find schools
- Powerful search tools
- Australia's best school-finder maps
- Over 6 million page views every year
- Over 30,000 unique visitors every month
- Consistently ranked one of Australia's top 3,000 most-trafficked sites* (best competitor typically ranks outside top 20,000)

* Independent ranking by alexa.com

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SHOMI (DIGITAL CONTENT)

Scannable Shomi codes allow readers to access your digital content (video, web, email) via any smart phone

Shomi opens up a whole new world of digital content on your page - smart!



Shomi codes work just like QR codes but are less intrusive in print content which means we can include many more Shomi codes in each edition than was possible with QR codes. Each advertising school (1/4 +) will now have up to 3 Shomi links with their advert.

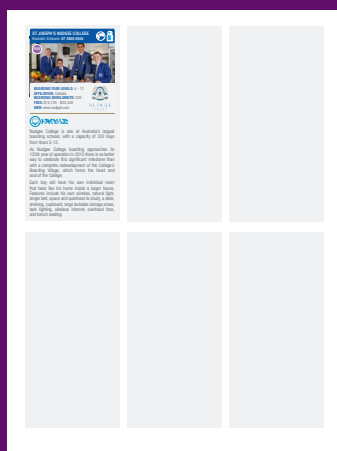
Get your Free Shomi Reader App from the App Store

2

**NEW BOARDING
(1/6 page) OPTION**

Image, crest, 100 words,
expanding listing details

To appear in the new
Boarding Schools section.



EXAMPLE SHOWN HERE AT ACTUAL SIZE >

ST JOSEPH'S NUDGEES COLLEGE
Boondall, Brisbane: 07 3865 0555



P.00



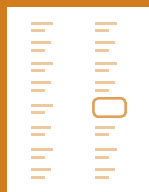
BOARDING YEAR LEVELS: 5 - 12
AFFILIATION: Catholic
BOARDING ENROLMENTS: 330
FEES: \$16,720 - \$20,440
WEB: www.nudgee.com



Nudgee College is one of Australia's largest boarding schools, with a capacity of 332 boys from Years 5-12.

As Nudgee College boarding approaches its 125th year of operation in 2015 there is no better way to celebrate this significant milestone than with a complete redevelopment of the College's Boarding Village, which forms the heart and soul of the College.

Each boy will have his own individual room that feels like his home inside a larger house. Features include his own window, natural light, single bed, space and quietness to study, a desk, shelving, cupboard, large lockable storage areas, task lighting, wireless internet, overhead fans, and bench seating.

EXPANDED LISTING **\$480**

PRINT CONTENT

- EXPANDED COLOUR LISTING
- CREST • QR CODE

WEB CONTENT

EXPANDED WEB LISTING

EXPANDED LISTING (WEB UPGRADE) **\$880**

AS ABOVE + WEB CONTENT UPGRADE TO PLATINUM WEBSITE FEATURE

1/6
pageBOARDING MINI **\$1100/\$220**

Add this to 1/4 page or larger and pay only \$220

**PRINT CONTENT (FULL COLOUR)**

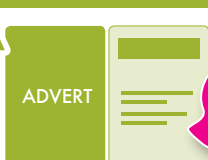
- 1 SMALL IMAGE
- 100 WORDS (Overview)
- EXPANDED COLOUR LISTING
- CREST • QR CODE
- 2 x SHOMI LINKS

**WEB CONTENT**

PLATINUM WEBSITE FEATURE

1/4
page

1/4 PAGE PLATINUM FEATURE

\$1480

**FREE
BONUS
1/4**

+ \$220 for
guaranteed right
hand page

PRINT CONTENT (FULL COLOUR)

- 1/4 PAGE ADVERT
- EXPANDED LISTING
- QR CODE
- FREE 300 WORDS
(Facilities/Curriculum/Extras/Overview editorial)
- 3 X SHOMI LINKS
 - > School website contacts page
 - > School Video
 - > Platinum Web Feature

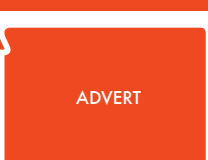
**WEB CONTENT**

PLATINUM WEBSITE FEATURE

* Free Bonus
1/4 page allows
for 300 words
editorial piece plus
information icons
and school details

1/2
page

1/2 PAGE PLATINUM FEATURE

\$2440

+ \$440 for
guaranteed right
hand page

**FREE
BONUS
1/2**

PRINT CONTENT (FULL COLOUR)

- 1/2 PAGE ADVERT
- EXPANDED LISTING
- QR CODE
- FREE 600 WORDS
(Facilities/Curriculum/Extras/Overview editorial)
- 3 X SHOMI LINKS
 - > School website contacts page
 - > School Video
 - > Platinum Web Feature

**WEB CONTENT**

PLATINUM WEBSITE FEATURE

* Free Bonus
1/2 page allows
for 600 words
editorial piece plus
information icons
and school details

FULL
page

FULL PAGE PLATINUM FEATURE

\$4220

**FREE
BONUS
PAGE**

PRINT CONTENT (FULL COLOUR)

- FULL PAGE ADVERT
- EXPANDED LISTING
- QR CODE
- FREE 1200 WORDS
(Facilities/Curriculum/Extras/Overview editorial)
- 3 X SHOMI LINKS
 - > School website contacts page
 - > School Video
 - > Platinum Web Feature

**WEB CONTENT**

PLATINUM WEBSITE FEATURE

* Free Bonus
full page allows
for 1200 words
editorial piece plus
information icons
and school details

* See artwork specs at www.privateschoolsguide.com/artwork-specs

2016

I WANT TO BOOK

Select a package to suit your school

AUSTRALIA'S PREMIER PRIVATE SCHOOLS DIRECTORY
SCHOOLS
guide

Contact Name: _____

School/Business Name: _____

Postal Address: _____

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)AD AGENCY
(if applicable)

Agency Name: _____

Contact Name: _____

Email: _____

Ph: _____

Please tick all applicable

ADVERTISING PACKAGES

All prices include GST

EXPANDED LISTING

☐ \$260 - Expanded LISTING☐ \$480 - Expanded LISTING + QR Code + Expanded WEB LISTING☐ \$880 - Expanded LISTING + QR Code + PLATINUM WEBSITE FEATURE☐ \$550 - Standalone PLATINUM WEB FEATURE

BOARDING SCHOOL Mini Feature

☐ 1/6 page MINI-FEATURE + PLATINUM WEBSITE FEATURE

** \$1100 (\$220 for 1/4 or larger advertisers)



1/4 PAGE

Colour magazine ADVERT
+
Expanded LISTING + QR Code
+
PLATINUM WEBSITE FEATURE
+
FREE 1/4 page EDITORIAL
+
SHOMI Links x 3

\$1580

Guaranteed right
hand page +\$220

1/2 PAGE

Colour magazine ADVERT
+
Expanded LISTING + QR Code
+
PLATINUM WEBSITE FEATURE
+
FREE 1/2 page EDITORIAL
+
SHOMI Links x 3

\$2590

Guaranteed right
hand page +\$440

FULL PAGE

Colour magazine ADVERT
+
Expanded LISTING + QR Code
+
PLATINUM WEBSITE FEATURE
+
FREE full page EDITORIAL
+
SHOMI Links x 3

\$4420

PREMIUM PAGES

Colour magazine ADVERT
+ Expanded LISTING + QR Code
+ FREE full page EDITORIAL
+ PLATINUM WEBSITE FEATURE
+ SHOMI Links x 3INSIDE FRONT ☐
INSIDE BACK ☐ PAGE 1 ☐
PAGE 3 ☐ BACK COVER ☐

\$4600

\$5990

* FRONT COVER

Cover Image
+ Full Page ADVERT
+ FREE EDITORIAL
+ PLATINUM WEBSITE
FEATURE
+ SHOMI Links x 3(see terms &
conditions)

\$9900

** BOARDING SCHOOL MINI available for BOARDING SCHOOLS ONLY,
reduced rate of \$220 for any school choosing 1/4 page or larger.

Special Requirements: _____

EMAIL TO
info@privateschoolsguide.com

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.