

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!



## Private Schools Guide

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

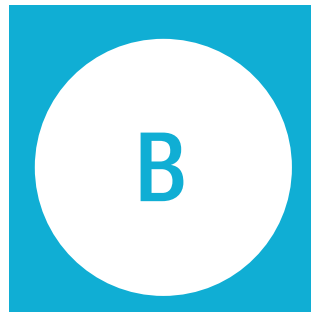
[www.privateschoolsguide.com](http://www.privateschoolsguide.com)

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.

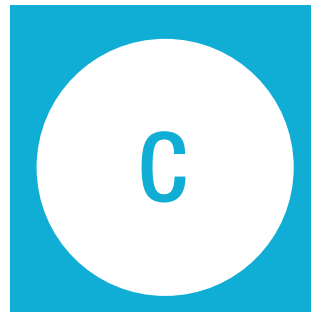
Take a look...



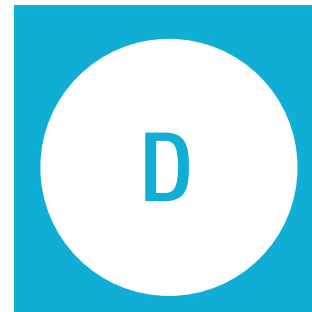
Speak directly to a targeted, engaged audience



Your message broadcast daily via [privateschoolsguide.com](http://privateschoolsguide.com)



Social media feeds via Schools Guide facebook, twitter and instagram



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



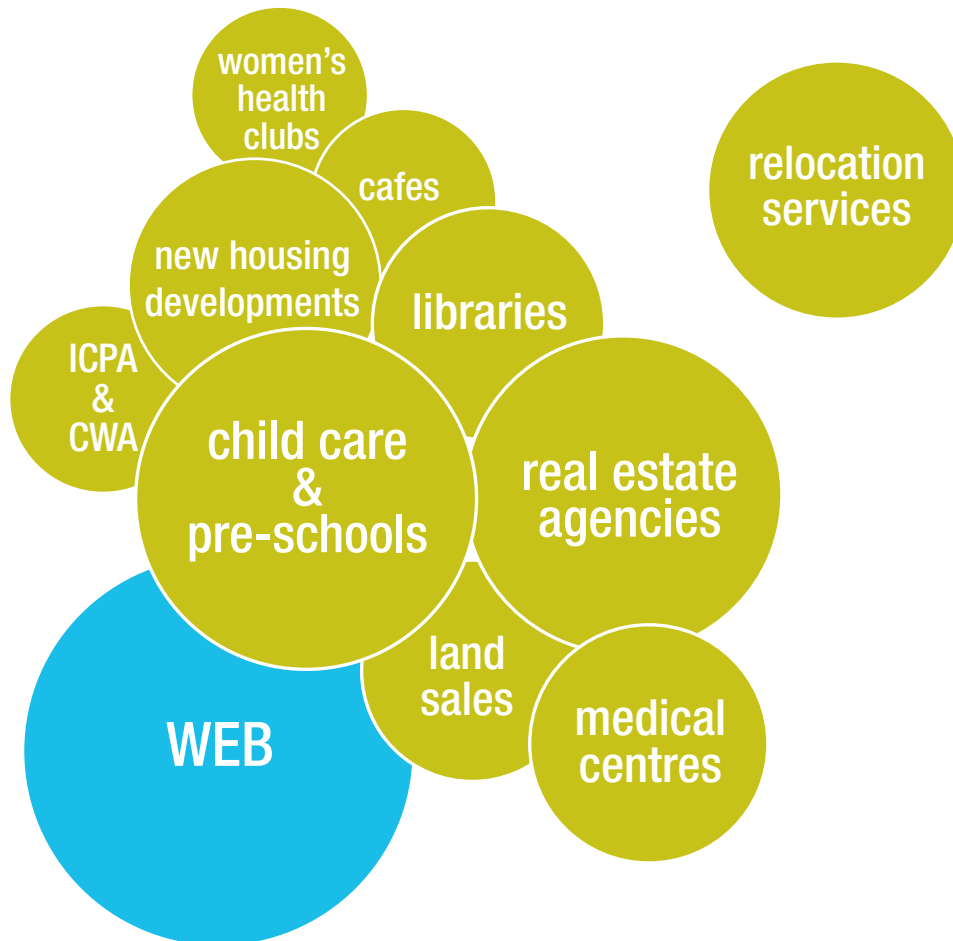
Dedicated helpdesk staff directing enrolments and enquiries to schools

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 advertising schools

Backed by **the big one** -  
[www.privateschoolsguide.com](http://www.privateschoolsguide.com)

PSG  
[www.privateschoolsguide.com](http://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 2 million human 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 and business listed above all others

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

**BANNER ADVERTISING**  
From \$33

No contracts.  
Campaigns start from only \$33 per month.

|   |   |   |
|---|---|---|
| <b>MAG+WEB</b><br>\$1580  | <b>MAG+WEB</b><br>\$2590  | <b>MAG+WEB</b><br>\$4420  |
| <p><b>1/2 PAGE</b></p> <p style="text-align: center;">+</p> <p><b>FREE</b></p> <p>Platinum Web Feature<br/>OR Web Banner Advert<br/>(*one region x 12 months)</p> | <p><b>FULL PAGE</b></p> <p style="text-align: center;">+</p> <p><b>FREE</b></p> <p>Platinum Web Feature<br/>OR Web Banner Advert<br/>(*2 regions x 12 months)</p> | <p><b>DOUBLE PAGE</b></p> <p style="text-align: center;">+</p> <p><b>FREE</b></p> <p>Platinum Web Feature<br/>OR Web Banner Advert<br/>(*all regions within any capital city plus one other region x 12 months)</p> |
| REACH A WIDER AUDIENCE WITH MAG AND WEB   | STAND OUT WITH A FULL PAGE OF SPACE PLUS WEB  | OWN IT! TWO PAGES SIDE BY SIDE PLUS WEB   |
|   | <b>POPULAR</b>  | <b>BEST VALUE</b>   |

## PREMIUM OPTIONS

|   |                                |                                  |
|---|--------------------------------|----------------------------------|
| <b>IBC or P3+WEB</b><br>\$4600  | <b>IFC or P1+WEB</b><br>\$5990 | <b>FRONT COVER+WEB</b><br>\$9990 |
| <p><b>FULL PAGE</b> + <b>FREE FULL Page</b> In your chosen region + Platinum Web Feature OR Web Banner Advert</p> |                                |                                  |

## 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](http://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

\* See next page

## 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 (not in every edition)

- Platinum Web Feature subscription included FREE

OR

- Web Banner Advert included FREE

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



FREE

- PLATINUM WEB FEATURE provides for virtually unlimited content on Australia's most-visited schools website. Unlimited text content. Up to 25 Gallery Images and YouTube videos. Unlimited 'Upcoming Events' pages (events must be related to schooling). Social media links and complimentary promotion. Unlimited web links. 'Email Us' form... plus lots more.

*Top level listing position*

OR

FREE

- WEB BANNER ADVERT to appear in the right column. Banner adverts appear for 12 months and link to your own website.

*\* One region = a single geographic region, for example Sydney North region. Banner appears beside all schools in that region.*

*Two regions = two geographic regions, for example Sydney North region and Sydney Inner-West region. Banner appears beside all schools in those regions.*

*\*\* All regions within a capital city = banner appears beside all schools in every part of that city including all school lists pages.*

#### 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 pay only 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](http://privateschoolsguide.com).

#### MORE ABOUT PRIVATESCHOOLSGUIDE.COM

The Schools Guide website, [www.privateschoolsguide.com](http://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

2018

# I WANT TO BOOK

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

SYDNEY

VICTORIA

QLD/NT

AUSTRALIA'S PREMIER PRIVATE SCHOOLS DIRECTORY

# SCHOOLS guide

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

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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: / /

Signature: \_\_\_\_\_

TOTAL: \$

EMAIL TO  
info@privateschoolsguide.com

**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.

## ADVERTISING PACKAGES

Please tick all applicable

MAGAZINE - Non-Government Schools Guide

WEBSITE - www.privateschoolsguide.com

All prices include GST

**1/2 PAGE**  
+ PLATINUM WEB FEATURE

**\$1580**

Per edition

Guaranteed right hand page +\$220

**FULL PAGE**  
+ PLATINUM WEB FEATURE

**\$2590**

Per edition

Guaranteed right hand page +\$440

**DOUBLE PAGE**  
+ PLATINUM WEB FEATURE

**\$4420**

Per edition

**PREMIUM PAGES + FULL page** (in chosen region)

+ PLATINUM WEB FEATURE + WEB BANNER ADVERT

INSIDE FRONT |  INSIDE BACK

PAGE 1 |  PAGE 3

BACK COVER

**\$4600**

**\$5990**

Preferred web region(s)

**1/2 PAGE**  
+ WEB BANNER

**\$1580**

Per edition

Guaranteed right hand page +\$220

**FULL PAGE**  
+ WEB BANNER

**\$2590**

Per edition

Guaranteed right hand page +\$440

**DOUBLE PAGE**  
+ WEB BANNER

**\$4420**

Per edition

**\$550 - Standalone PLATINUM WEB FEATURE**