

SCAS P&F Business Directory

www.scasbusinessdirectory.info



Media Kit and Advertising Guide



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OVERVIEW - www.scasbusinessdirectory.info

The St Columba Anglican School Parents & Friends Committee (SCAS P&F) has been operating an online business directory since 2013.

The audience is highly targeted and is composed mostly of SCAS parents, students, alumni, staff and their families.

Directory advertising promotes a range of businesses, and allows SCAS parents, students, staff and other browsers looking for local products and services (a travel agent, butcher or financial planner for instance) to find and select one from within the school community if they wish to.

Most ads are placed by SCAS parents, although a small number not connected to the school community are also listed on the site.

The site is managed by SCAS P&F volunteers. The key objectives are:

1. To provide a vehicle for members of the SCAS community to support other businesses and parents within the SCAS community
2. To introduce an additional source of revenue for the SCAS P&F.

The site is hosted by Port Macquarie-based business XYZ Support Pty Ltd.

Although hosted separately from the school website, there are links between the two sites. This allows the business directory to be managed, promoted and optimized independently.

100% of the net advertising revenue goes towards purchases and projects that benefit SCAS students from Kindergarten to Year 12.

CONTACT DETAILS

Email: admin@scasbusinessdirectory.info

Post: PO Box 5358, Port Macquarie NSW 2444



SCAS P&F Business Directory - www.scasbusinessdirectory.info
- providing a vehicle for the SCAS community to support each other



How to get involved?

ADVERTISERS:

Book your ad to help bring visibility to your business and attract more buyers.

Engage with other SCAS community members.

Let them know about your products and services.

PARENTS/STUDENTS/STAFF:

Why not support your fellow SCAS parents, students and staff by choosing businesses from within the school community?

WHO CAN ADVERTISE?

Advertising is open to all suitable advertisements and advertisers.

Discounts apply to ads placed by members of the school community.

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2017 ADVERTISING RATES (per annum)

Type of ad	School Community Members*	Non-School Community
Display Ad + pop-up screen - a 300 x 250px colour display ad on the 'Home' page, with links to a pop-up screen (details below)	\$250 per annum	\$299 per annum
Link Button + pop-up screen - a blue link button (positioned below the Display Ads on the 'Home' page) which links to a pop-up screen (see details below)	\$150 per annum	\$199 per annum

* To qualify as a school community member the advertiser must be the parent of a SCAS student or former student, a staff member, the partner or sibling of a parent or staff member, or a former student.

Display Ads appear on the 'Home' page in random vertical order, followed by the Link Buttons which appear below.

When a browser clicks on a Display Ad or a Link Button, a pop-up screen appears containing more detailed advertiser information including;

- a business summary (provided by the advertiser)
- a notice (when applicable) to advise that the advertiser is a SCAS Community member
- street/postal address
- phone number (with a 'phone now' link for smart phone browsers)
- an email link
- a link to the advertiser's website.

Display Ads and pop-up content can be changed or updated at any time during the year.

Advertisements must be 'family-friendly' and all advertisers must agree to the site terms & conditions (see website for details).

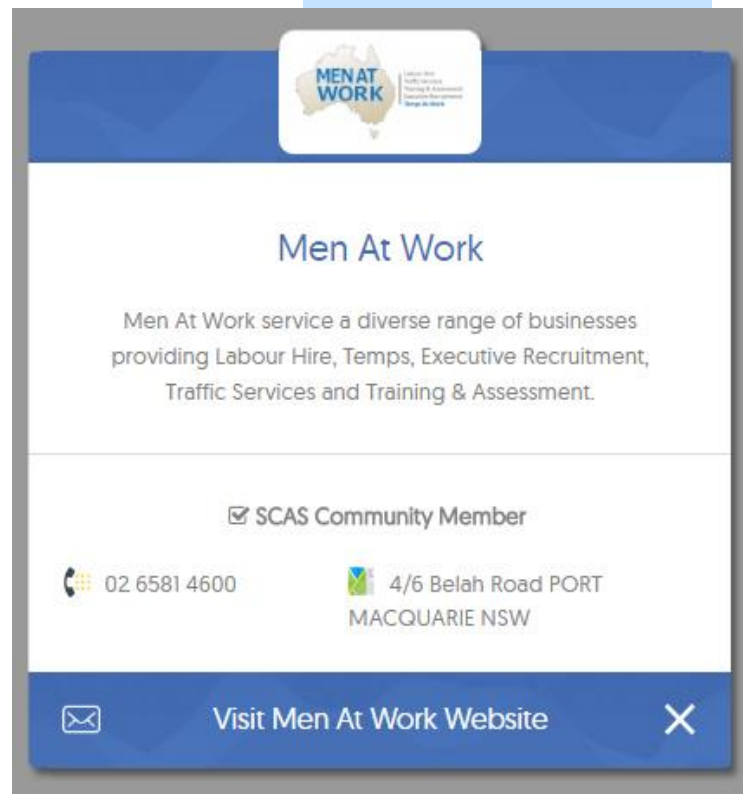
Note: ads/text may not imply endorsement by SCAS executive, staff, parents or other school group.



Site management

The site is managed by the SCAS P&F Committee, and a small team of volunteers.

All queries should be directed to:
admin@scasbusinessdirectory.info



Sample pop-up screen

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ARTWORK SPECIFICATIONS

Display Ad size; 300px W x 250px in jpg or pdf format - advertisers are encouraged to supply their own artwork, or alternatively assistance with design and artwork can be provided (free of charge).

Link buttons – no artwork required.

ADVERTISING BENEFITS

- The site encourages the school community to help each other and to directly support other school families
- Browsers can contact your business with just one click
- Ads remain visible for a whole calendar year
- Ad revenue stays within the school community to benefit students.

SCHOOL COMMUNITY ADVERTISERS

Advertising placed by members of the school community is available at a discounted rate – see rates on the previous page.

To qualify as a school community member the advertiser must be the parent of a SCAS student or former student, a staff member, the partner or sibling of a parent or staff member, or a former student.

REVENUE

100% of the net advertising revenue goes towards purchases and projects that benefit SCAS students from Kindergarten to Year 12.

HOW DO I BOOK?

Email the site administrator - admin@scasbusinessdirectory.info.

Assistance with artwork and design can be supplied (free of charge).

HOW DO I PAY FOR MY ADVERTISEMENT?

Direct deposit into the following account.

BSB: 705077 **Account no:** 00040020 (SCAS P & F Business Directory)

Reference: your business name

Payment can also be made by cheque (payable to SCAS P&F Business Directory).

Note: SCAS P&F is not registered for GST. Our ABN is 42 149 714 015.

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Who benefits?

St Columba Anglican School students benefit first and foremost, as 100% of the net revenue from the site is used to fund projects and equipment that benefit SCAS students.

The SCAS school community also benefits - by sourcing products and services from within the SCAS community, you can directly support other school families.

Why not use a butcher, real estate agent, dentist or accountant from within the school community?