



Rate Card

For Boarding Schools

As at October 2024



Exhibiting Options

For Boarding Schools 2025

Expos

Two day event + powered booth

**Includes Premium Profile Listing (\$450)*

2025 Dates:

Dubbo, NSW - 16th/17th May
Wagga Wagga, NSW -
20th/21st June
Narrabri, NSW - 25th/26th July

Pricing:

Early Bird **\$3,990** incl GST
Cut Off Tuesday 12 November
2024

Full Rego Fee **\$4,750** incl.

Pop-up Expos

Two day event + exhibitors bring their own media walls & banners to create a space

**Includes Premium Profile Listing (\$450)*

2025 Dates:

Emerald - 1st/2nd May

Pricing:

SPECIAL Introductory offer **\$3,200**
incl.
Cut Off Tuesday 12 November
2024

Full Rego Fee **\$3,900** incl.

Pop-up

Half day event + BYO media/walls (as in pop-up expo)

**Includes Premium Profile Listing (\$450)*

2025 Dates:

Griffith, NSW - 19th June

Pricing:

Early Bird **\$3,200** incl.
Cut Off Tuesday 12
November 2024

Full Rego Fee **\$3,900** incl.

94%

OF ATTENDING FAMILIES
WERE ABLE TO MAKE A
SHORTLIST OF SCHOOLS TO
VISIT

80%

OF ATTENDING FAMILIES
ARE NOW CONSIDERING A
SCHOOL THAT THEY HADN'T
PREVIOUSLY CONSIDERED

100%

OF ATTENDING
FAMILIES FOUND OUR
EVENTS TO BE
WORTHWHILE



Website Advertising Options

For Boarding Schools 2025

RATES*

| | SIZE (px) | 12 MTHS |
|---|-----------|---------|
| Home Page – Rectangle | 200×400 | \$2,660 |
| Home Page – Square | 200×200 | \$2,180 |
| Blog – Rectangle (across blog feed, single posts & category archives) | 200×400 | \$2,660 |
| Blog – Square (across blog feed, single posts & category archives) | 200×200 | \$2,180 |
| School Fees Directory – Rectangle | 200×400 | \$2,660 |
| School Fees Directory – Square | 200×200 | \$2,180 |
| Schools Directory – Rectangle | 200×400 | \$1,480 |
| Schools Directory – Square | 200×200 | \$1,200 |
| Scholarships Directory – Rectangle | 200×400 | \$1,090 |
| Scholarships Directory – Square | 200×200 | \$850 |
| Schools Subdirectory– Rectangle select from Syd, Melb, Bris, NSW, VIC, QLD, WA, SA, NT or TAS. | 200×400 | \$1,340 |
| Schools Subdirectory– Square select from Syd, Melb, Bris, NSW, VIC, QLD, WA, SA, NT or TAS. | 200×200 | \$1,090 |
| Expo Pages Rectangle – NSW | 200×400 | \$1,480 |
| Expo Pages Rectangle – QLD | 200×400 | \$1,480 |
| Expo Pages (select NSW or QLD) – Square | 200×200 | \$1,200 |

*All prices include GST.

Your advertising material MUST be submitted no later than **FRIDAY 14th FEBRUARY 2025**.

All website advertising is offered to previous advertiser first – bookings must be confirmed by Tuesday 12 November 2024 for 2025.

Website ads are 50% share of voice – Up to 2 ads in rotation for each position – For 100% share of voice it is possible to purchase both position.

Advertising positions are sold in 12 month blocks, and renew in February.

Newsletter advertorials maximum of 2 per issue.



1,068

**CHILDREN & 474 FAMILIES VISITED OUR NSW EXPO EVENTS
IN 2024 TO MEET THEIR FUTURE BOARDING SCHOOL**

Excluding Mount Isa



624K

PAGES VIEWED

279K

VISITOR SESSIONS

115K

UNIQUE VISITORS

2,091

SCHOOLS STARRED

THE PROFILE PAGE OFFER

Package includes:

- A comprehensive School Profile Page including images and video feature (embed a video from your school YouTube account)
- Contact details, map and a link back to your website
- Your School can be **STARRED** by families using our Shortlist Feature
- A School Directory Page listing
- A Scholarship Directory listing
- An Open Day Directory listing
- A School Fees Directory listing
- The opportunity to be part of our social media conversation on Facebook and to contribute to our Blog and Monthly eNewsletter.

ANNUAL SUBSCRIPTION

\$450 incl GST

Note: Exhibitors at any of our events have their profile page included in the exhibitor fee.



WATCH OUR INTRO VIDEO ▶

Anglican Church Grammar School

Anglican Church Grammar School (Churchie) is a leading Australian school offering an immersive seven-day boarding experience for boys in Years 7 to 12 on a sprawling 22-hectare campus, minutes from Brisbane's CBD. Providing Australia's rural and regional boys with an excellent education in a nurturing environment has been Churchie's mission for over 100 years. Proud of our heritage and welcoming to all, Churchie is steadfast in its commitment to being a great Australian boarding school.

Churchie's location in the heart of Brisbane provides easy access to all the services and recreational opportunities of a thriving world city. Situated on the largest inner-city school campus in Brisbane, Churchie Boarding truly is an experience like no other, where boys are fully immersed and supported in their development.

The school's academic options and tutoring support cater to the needs of a diverse range of students. Churchie has recently expanded its VET course offerings to include a Certificate II in Rural Operations in partnership with The University of Queensland Gatton Campus, providing an opportunity for boarders to further develop their agricultural skills.

All boys, no matter their goals, will find a place to grow at Churchie.

To find out more:

- view [the website](#)
- take a [virtual tour](#) of our boarding facilities
- contact Admissions (3896 2200 or admissions@churchie.com.au)
- [book a tour](#)
- visit the School at [Open Day](#).



For more information on Anglican Church Grammar School (Churchie)

Telephone +61 7 3896 2200

Email admissions@churchie.com.au

Website churchie.com.au

Address Oaklands Parade, East Brisbane, Queensland 4169

Social  



Overview

| | |
|------------------------|-------------|
| Boarding Years Offered | 7 – 12 Boys |
| School Years Offered | 0 – 12 Boys |
| Number of Boarders | 130 |
| Number of Day Students | 1740 |
| Number of Boys | 1870 |
| Religious Affiliation | Anglican |

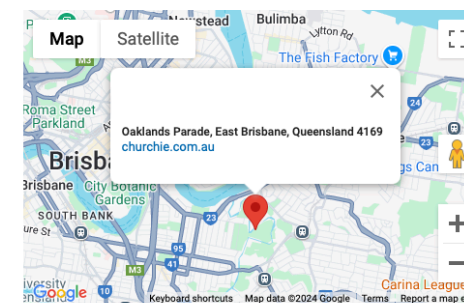
School Fees

| | |
|---------------|---------------|
| Tuition Only | Visit website |
| Boarding Only | Visit website |

| | |
|------------------|---|
| Sibling Discount | Families with multiple sons enrolled as Churchie boarders are eligible for sibling discounts on boarding fees. 10% for second child, 25% for third or more to boarding fees. Visit our website for further details. |
|------------------|---|

Additional Information

| | |
|---|---|
| Indigenous Scholarship Programme | ✓ |
| International Baccalaureate | ✓ |
| CRICOS provider (Full Fee Paying Overseas Students) | ✓ |





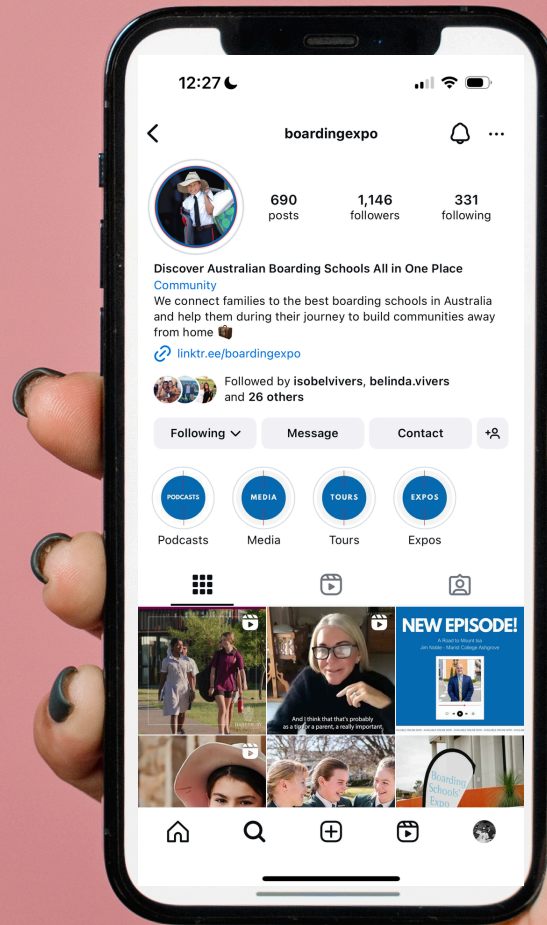
Social Media & EDM

For Boarding Schools 2025

SOCIAL GRID POST

Up to 10 images posted on Facebook,
Instagram & LinkedIn

\$100 incl.



417.4K

FACEBOOK
CAMPAIGN REACH
(UP BY 73%)

111K

INSTAGRAM
CAMPAIGN REACH
(UP BY 114%)

2,042

FACEBOOK
FOLLOWERS
(UP BY 35%)

1146

INSTAGRAM
FOLLOWERS

SOCIAL STORIES

Up to 6 images posted in a series of stories on Facebook & Instagram (these last 24 hours)

\$75 incl.



12.6K

FACEBOOK VISITS
(UP BY 114%)

28.7K

FACEBOOK VIDEO
VIEWS

6.3K

INSTAGRAM PROFILE
VISITS

12K

INSTAGRAM STORY
REACH

DEDICATED EDM

Completely branded EDM for your school including content, links and images.

\$1,100 incl.



87.1K

EMAILS SENT

4,937

EMAIL SUBSCRIBERS

2%

EMAIL CLICK RATE

49.2%

AVG EMAIL OPEN RATE

EDM PLACEMENT

Dedicated profile in our newsletter under
'This is how they do it'

\$650 incl.



Something for everyone here at BSEA HQ...

We hope your winter has not been too harsh on you - it's nearly over. One more sleep as the kids used to say.

Each month when I hit send on the email I hope there's something in it for everyone - the nature of this business is that families are with us for a short time. They research their boarding school options, they refine their shortlist, they gain insights from our resources across our platforms, they send their child to boarding school, and then.... yep, you guessed it.... they unsubscribe!!! Devastating!!

Now while I do joke a little here with that sentiment I'd really like to think that there may be some little bits of gold in here for everyone, or something that you may like to share with a friend or family member. Perhaps you know a family that has their boarding school days ahead of them?

We've had a wonderful few weeks here - we're putting together our wrap-up magazine for our exhibiting schools which also acts as a prospectus for new schools thinking of joining our BSEA family. I've been interviewing schools and families, profiling them I guess, for this publication and I can't wait to see how it all comes together.

Of course it will be full of statistics from the past 12 months - for example the fact that over 1000 children and their families attended our face-to-face events this year in Dubbo, Wagga Wagga, Tamworth and our Moree Pop-up! Mount Isa is coming up and we're getting more rego's everyday for our online expo Boarding Expo 365.

Hope your Spring gets off to a great start wherever you call home.

This is how they do it... Boarding Schools Profile



BOARDING SCHOOL OF THE YEAR JOINS OUR FAMILY

Haileybury Rendall School

We are very proud to represent the Australian Boarding School of the Year 2022, located in Darwin, Haileybury Rendall are coming to Mount Isa and you'll find them participating keenly at our online offering, Boarding Expo 365.

[CHECK THEM OUT](#)

Here are many reasons why Haileybury Rendall School was recently named Boarding School of the Year of the Australian Education Awards 2022.

One of those reasons is the School's comprehensive health and wellbeing program that ensures students focus on their health, build strong relationships, and feel closely connected to the community inside and outside the school.

Haileybury Rendall School's broad extra-curricular program is also popular with students of all ages and provides opportunities to discover new interests, explore passions and build knowledge, confidence and leadership skills.

The School's firm belief is that 'every student matters every day' and our boarders experience this approach to their education and wellbeing from the day they join Haileybury Rendall School.



WE'RE BUILDING OUR COMMUNITY

Have you heard?

There's a 'summit' out there for just about everyone...but until now there was nothing for boarding school families, or those thinking about boarding school.

[FIND OUT MORE AND PRE REGISTER](#)

Tune In to the Inaugural AUSTRALIAN BOARDING SCHOOLS SUMMIT, 21 October 2022.

When you consider that it is most likely the single biggest investment you will make in your child's life, it's no wonder that families want to know they're making the best decision based on the resources they have and the information at hand. We think it's about time that the broadest conversations about Australian Boarding Schools, the behind the scenes convos... the ones you don't have on the sideline.... happen in an open forum by some of the best in the business.

Jennifer Cowley OAM will lead panellists in discussions on a wide range of topics where we aim to open the conversations, and we hope you continue them. You can check out the program above, or visit the website and register. Once you register you'll receive reminders leading up to the event, 21 October, streamed online to you. You can watch it as it broadcasts, or you can save it for later. It's that easy.

Our panellists are leading experts in their fields and we'll be chatting about everything from nutrition, mental fitness and well being, professional development of boarding school staff, the benefits of a diverse education, building communities away from the home town. We'll find out just how Australian boarding schools are lifting their game, and if you ever lose sleep over how you're going to pay for it.... well we're opening up that topic.

Some of the things we're loving....



SUPPORTING YOUR CHILD FROM A DISTANCE

Gold from Ruby Riethmuller

Ruby's blog discusses the many ways you can parent and support your child from a distance - whether they're at boarding school or travelling you'll have some 'ahaaha' moments reading this.

[CHECK IT OUT HERE](#)



THE BEST LAMB YOU'VE EVER EATEN

Outback Lamb... and the panellist

Fiona Aveyard is the dynamo behind one of



87.1K

EMAILS SENT

4,937

EMAIL SUBSCRIBERS

2%

CLICK RATE

49.2%

AVG EMAIL OPEN RATE



PODCAST OPTION

2025

PODCAST EPISODE

Nominate a guest for our podcast
'Destination Boarding'.

\$550 incl.



11.2K

BLOG ALL TIME
POST VIEWS
'The Ultimate Packing List for
Boarding School'

1,311

BLOG CURRENT
POST VIEWS
2023 GIFT GUIDE FOR BOARDING
STUDENTS

4,691

CHECKLIST VIEWS
Choosing a Boarding School

4,706

PODCAST LISTENS
48 EPISODES

Boarding
Schools
Expo
Australia



FIND OUT MORE

Talk to Amanda

Email: info@boardingexpo.com.au

Phone: 0427 888 777