



Rate Card

For Boarding Schools

As at January 2024



Exhibiting Options

For Boarding Schools 2024

Expos

Two day event + powered booth

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

2024 Dates:

Dubbo, NSW – 10/11 May

Wagga Wagga, NSW – 21/22 June

Tamworth, NSW – 26/27 July

Pricing:

Early Bird **\$3,800** incl.

Cut Off Wednesday 8 November 2023

Full Rego Fee **\$4,500** incl.

Pop-up Expos

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

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

2024 Dates:

Mildura, VIC – 18–19 May

Mount Isa, QLD – 1–3 December*

***in conjunction with Sports for Bush Kids**

Pricing:

Early Bird **\$3,200** incl. (introductory offer)

Cut Off Wednesday 8 November 2023

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

Pop-up

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

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

2024 Dates:

Moree, NSW – 25 July

Pricing:

Early Bird **\$3,200** incl.

Cut Off Wednesday 8 November 2023

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

Package Deal

Register for 2 or more in-person events and receive a discount of 20% off Gold Partnership for Boarding Expo 365

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

Pricing:

Best Options QLD – Moree + Mount Isa

Best Options NSW – All Expos + Moree

Best Options VIC – Wagga + Mildura

Best Options SA,NT – Mount Isa + Mildura

Gold Partnership

As part of our Australian Boarding Schools Summit with Boarding Expo 365 (online), package includes virtual booth, signage + numerous additional features

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

Period: 12 months, 1 May 2024 – 30 Apr 2025

Pricing:

Early Bird \$1,500 incl. GST (no rego fee)

Cut off Wednesday 8th November 2023

Silver Partnership

As part of our Australian Boarding Schools Summit with Boarding Expo 365 (online), package includes logo displayed on landing page + extras

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

Period: 12 months, 1 May 2024 – 30 Apr 2025

Pricing:

\$550 incl. GST

1,069

**CHILDREN & 446 FAMILIES VISITED OUR NSW EXPO EVENTS
LAST YEAR TO MEET THEIR FUTURE BOARDING SCHOOL**



Website Advertising Options

For Boarding Schools 2024

RATES*

Home Page – Square	
Blog – Rectangle (across blog feed, single posts & category archives)	
Blog – Square (across blog feed, single posts & category archives)	
School Fees Directory – Rectangle	
School Fees Directory – Square	
Schools Directory – Rectangle	
Schools Directory – Square	
Scholarships Directory – Rectangle	
Scholarships Directory – Square	
NEW Schools Subdirectory– Rectangle select from Syd, Melb, Bris, NSW, VIC, QLD, WA, SA, NT or TAS.	
NEW Schools Subdirectory– Square select from Syd, Melb, Bris, NSW, VIC, QLD, WA, SA, NT or TAS.	
Expo Pages (select NSW or QLD) – Rectangle	
Expo Pages (select NSW or QLD) – Square	

SIZE (px) 12 MTHS

200×200	\$2,180
200×400	\$2,660
200×200	\$2,180
200×400	\$2,660
200×200	\$2,180
200×400	\$1,480
200×200	\$1,200
200×400	\$1,090
200×200	\$850
200×400	\$1,340
200×200	\$1,090
200×400	\$1,480
200×200	\$1,200

*All prices include GST.

All website advertising is offered to previous advertiser first – if they choose not to renew position will be made available.

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.





460,681
PAGES VIEWED

157,683
VISITOR SESSIONS

82.8%
FIRST TIME VISITORS

130,831
UNIQUE VISITORS

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.



It's your place to live and learn.

Ascham School is a long established day and boarding school for girls on 4.4 hectares of beautiful grounds in a prime location near Sydney Harbour, only 3.5 kilometres from the CBD. Ascham provides a strong academic program within a friendly, inclusive culture. Through its liberal arts curriculum, the Dalton Plan, and extensive co-curricular offerings, an Ascham girl is supported to develop into a confident, independent, compassionate young woman with a sense of purpose in the world.

Ascham has an outstanding academic reputation, along with excellent Music, Art and Drama Departments. Sport plays an important role in the life of an Ascham boarder. Our girls regularly compete at the highest level, but it is not just for the high flyers – there is participation at all levels.

Since 1887, boarding at Ascham has created lifelong friendships within a very special community. The boarding houses are not an adjunct to the school – rather they are the heart of the school. Boarding is a home away from home, a place where girls become confident learners, independent thinkers and caring individuals.

The majority of Ascham boarders come from country NSW, with some from Sydney suburbs, interstate and overseas. They live in a number of spacious former homes, providing a family atmosphere, and they enjoy a supervised academic program as well as a comprehensive weekend activity program.

The Dalton Plan allows each girl to develop a rich intellectual life while individual attention from the teachers provides each girl with the support needed to achieve her best. It helps lift and sustain the academic progress of every one of our girls, whatever her abilities and aspirations.

For more information on Ascham School

Telephone +61 2 8356 7000
Email enrolments@ascham.nsw.edu.au
Website ascham.nsw.edu.au
Address 188 New South Head Rd,
Edgecliff, NSW 2027

Overview		
Boarding Years Offered	7 - 12 Students	
School Years Offered	Prep - 12	
Number of Boarders	125	
Number of Day Students	1095	
Number of Girls	1220	
Religious Affiliation	Non-denominational	
School Fees		
Tuition Only	Contact Enrolments Office	
Boarding Only	Boarding Assistance Bursaries available upon application	
Additional Information		
Indigenous Scholarship Programme	✓	
International Baccalaureate	✗	
CRICOS provider (Full Fee Paying Overseas Students)	✓	
Scholarship Dates	Closing	Testing
Ascham Boarding Scholarships and Bursaries	13/02/2023	18/02/2023
Open Day Dates		
Private tours by appointment		
Expos		
Dubbo Expo		
Wagga Wagga Expo		
Boarding Expo 365		





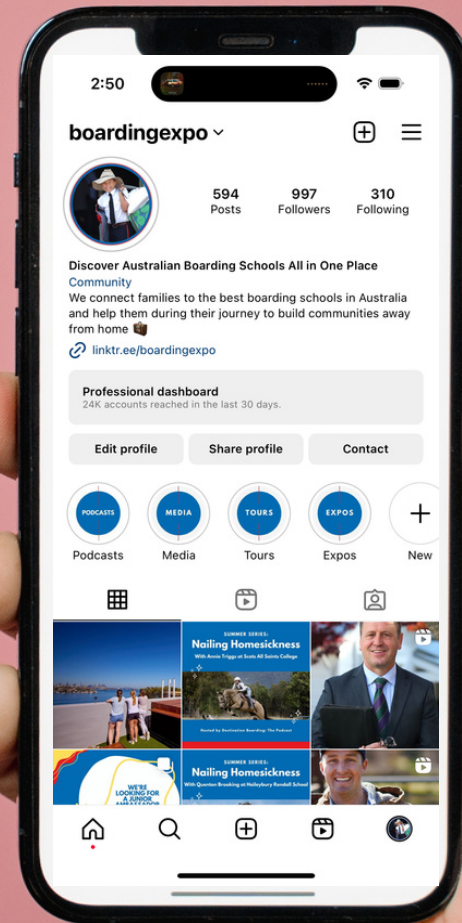
Social Media & EDM

For Boarding Schools 2024

SOCIAL GRID POST

Up to 10 images posted on Facebook, Instagram, LinkedIn & Twitter

\$100 incl.



241,352

FACEBOOK
CAMPAIGN REACH
(UP BY 156%)

62,205

INSTAGRAM
CAMPAIGN REACH
(UP BY 176.2%)

1.8k

FACEBOOK
FOLLOWERS

997

INSTAGRAM
FOLLOWERS

SOCIAL STORIES

Up to 6 images posted in a series on Facebook & Instagram

\$75 incl.



241,352

FACEBOOK
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(UP BY 156%)

62,205

INSTAGRAM
CAMPAIGN REACH
(UP BY 176.2%)

1.8k

FACEBOOK
FOLLOWERS

997

INSTAGRAM
FOLLOWERS

DEDICATED EDM

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

\$1,100 incl.



87,705

EMAILS SENT

3,943

EMAIL SUBSCRIBERS

5,185

EMAIL CLICKS

40.7%

AVG EMAIL OPEN RATE

PLACEMENT IN EDM

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.

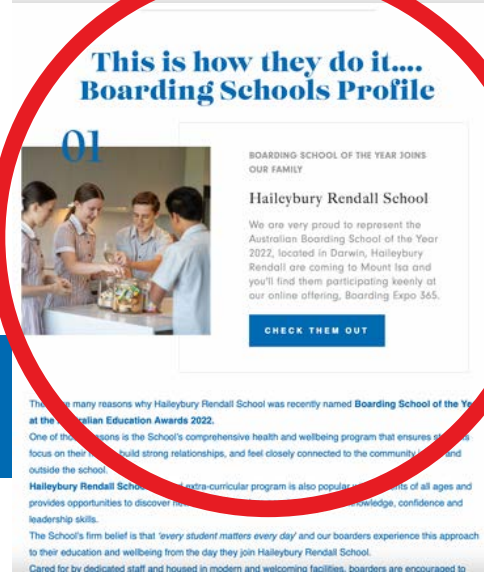
Each month when I hit send on the email I hope there's something in it for everyone - the nature of this business is that families are with us for a short time. They research their boarding school options, they refine their shortlist, they gain insights from our resources across our platforms, they send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

01



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](#)

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

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


Haileybury Rendall School's extra-curricular program is also popular with students of all ages and provides opportunities to discover their talents, 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.

Cared for by dedicated staff and housed in modern and welcoming facilities, boarders are encouraged to

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

03




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 'ahaah' moments reading this.

[CHECK IT OUT HERE](#)

04




THE BEST LAMB YOU'VE EVER EATEN

Outback Lamb... and the panellist

Fiona Avoyard is the

[FIND OUT MORE](#)

05



YALARI FOUNDATION AND KYOL'S JOURNEY

A story of opportunity and persistence

Oh wow we love Yalari and we loved them just that little bit more when we read this story about Kyo! Blackeney. We'll keep shouting their commitment to educating indigenous children (and in turn their communities) from the rooftops... well our EDM's at least!

[READ MORE](#)

Share our newsletter with a friend and let them discover the good news about boarding and building communities away from the places we call home.

Enjoy your week, tune in to **Destination Boarding, The Podcast**,
Until next Month,

Amanda x



87,705
EMAILS SENT

3,943
EMAIL SUBSCRIBERS

5,185
EMAIL CLICKS

40.7%
AVG EMAIL OPEN RATE



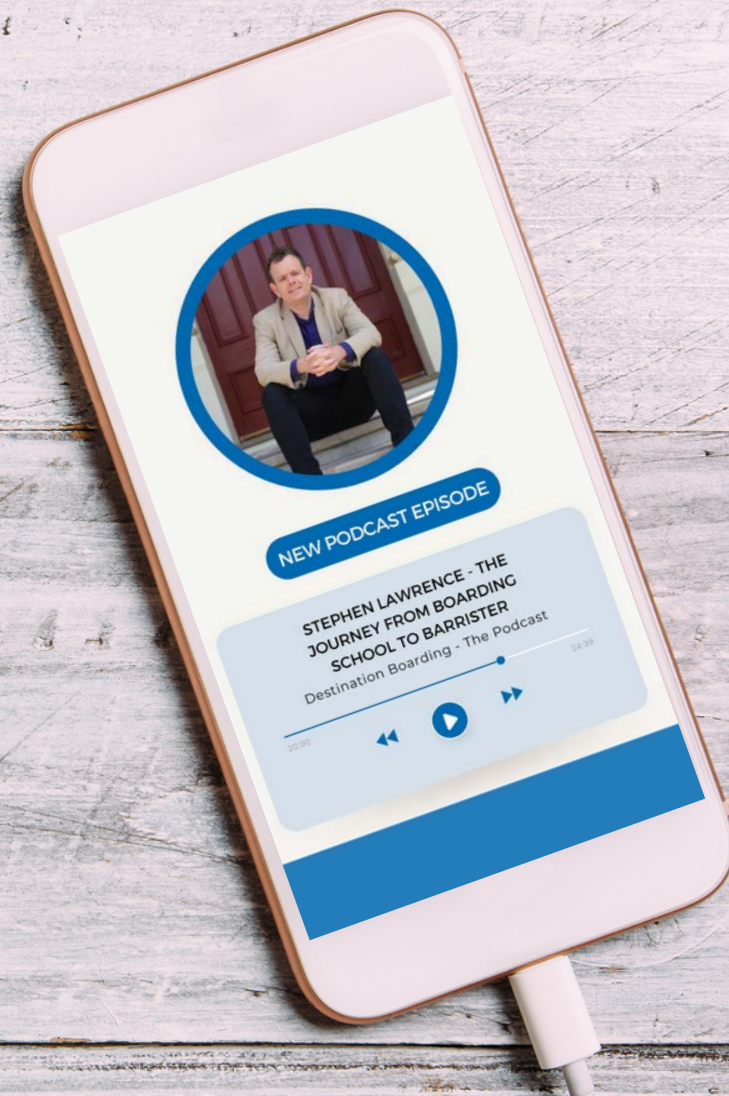
PODCAST OPTION

2024

PODCAST EPISODE

Choose a guest on our podcast
'Destination Boarding'.

\$550 incl.



15,078

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

5,534

BLOG POST VIEWS
(Boarding School vs Day
School, Dr Justin Coulson)

3,754

CHECKLIST VIEWS
Choosing a Boarding School

3,500

PODCAST LISTENS
41 EPISODES

Boarding
Schools
Expo
Australia



FIND OUT MORE

Talk to Amanda

Email: info@boardingexpo.com.au

Phone: 0427 888 777