



Join the big one.

WOW Display Ad Package Deals

Available Sept 9th 2024
for a limited time only.





Australia's No.1

schoolholidayprograms.com.au is Australia's largest school holiday program directory, connecting millions of Aussie parents with quality school holiday programs.

Launched in early 2017, School Holiday Programs quickly rose to become Australia's No.1 site for school holiday programs.

Australian owned and operated, we pride ourselves on our service. The site is owned by a passionate ex-school holiday program provider and operated by a friendly, customer focused team.

Filled with hundreds of unique experiences, sports clinics, educational workshops and overnight camps, 'School Holiday Programs' is proudly Australia's only trusted resource dedicated to advertising quality school holiday programs for school aged children.



Our back story

The State Parent Councils, the Council of Catholic School Parents and the P & C Federation of Australia, have received countless concerns about the lack of school holiday programs available for school aged children.

After these concerns were escalated, it was discovered that there were actually a multitude of quality school holiday programs available. The specific problem was that parents found it extremely difficult and frustrating to locate a wide variety of programs online as they were unsure what to search for. As the term 'school holiday programs' has become the 'go to term' for describing school holiday care, schoolholidayprograms.com.au was initiated.

Our values

#1 We support and promote extra curricular social and physical activity, in the belief that they are essential for the wellbeing of children and families.

#2 We encourage collaboration with schools, program providers and local communities to support and promote the health, wellbeing and safety of children.

Our aims

#1 To increase children's participation in physical, social and education activity.

#2 To create an easy to navigate online pathway for parents and children to find a wide range of activities to fill the school holidays.

#3 Foster and improve school holiday program quality of content.





Leverage our database & No. 1 Google ranking to maximise your exposure.

We currently sit at an official Google ranking of No. 1 for 'school holiday programs' Australia.

School holiday program providers leverage our 6,000 strong database of primary and secondary schools, where we reach millions of parents through newsletter advertising and recommendations from community, Parent Councils and P & C Associations.

Whilst using our generic naming convention to gain maximum online visitors, 'School Holiday Programs' also continually invests in search engine optimisation to maximise traffic.



**6,000+
Schools**

We reach 6,000+ schools in both metro & regional zones



**2.5 Million +
Parents**

We reach 2.5 million + parents of school aged children annually



**15,000+
OOSHC Providers**

We reach 15,000+ providers across Australia



Our audience. Your customers.

How do they find us?

Google
83%

School
community
9%

Social
media
8%

Daily visits



Average daily
visits

1782



Peak period
average daily visits

3361+

Behaviour



Session duration
average

6.5 minutes



Mobile/
desktop users

36% / 64%



Put your program in front of millions of Aussie parents.

Listing options

Single or composite listing

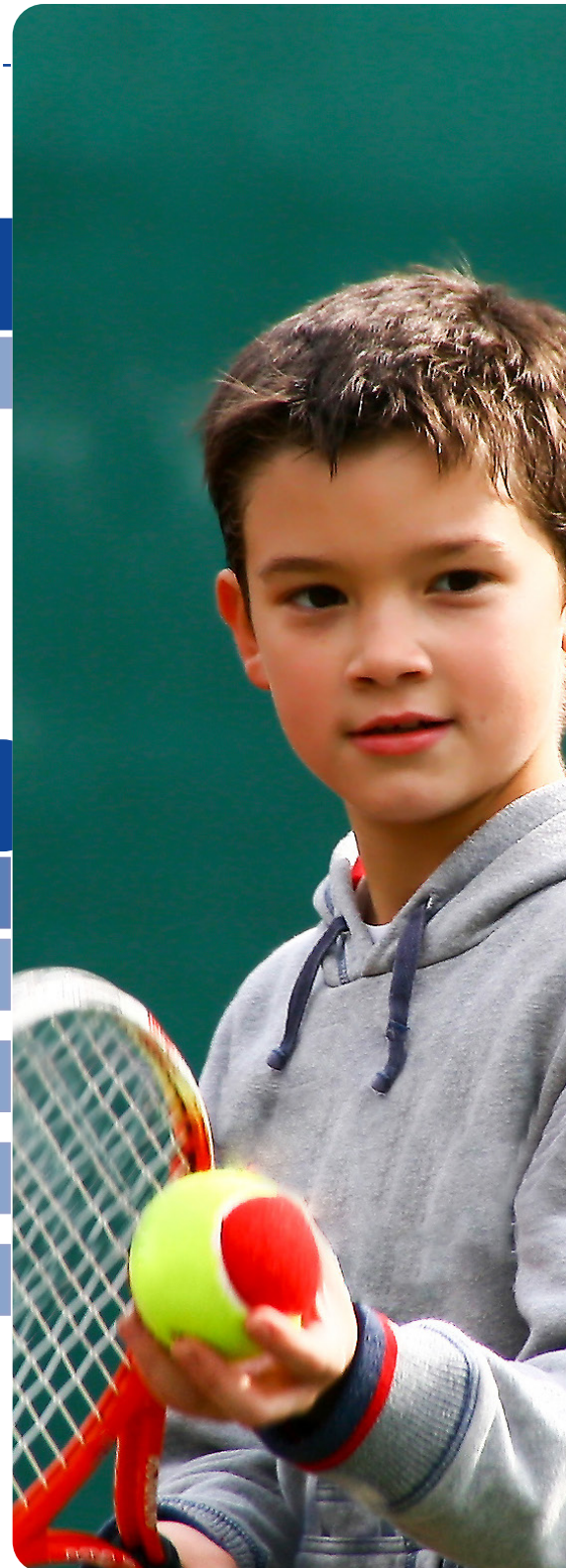
SL or CL 12 mth plan **\$ 220** inc. GST

- Single or composite listings (SL or CL)
- Appear in unlimited corresponding search categories (Composite listing may display up to 3 programs held in 1 location)
- 4 edits per annual subscription
- Display up to 10 images
- Social media exposure
- Links to your website / booking forms / social media
- Invitation to submit editorial

Multi list

12 mth plans	No. of listings	Cost
ML5	2-5	\$ 330 inc. GST
ML10	6-10	\$ 560 inc. GST
ML15	11-15	\$ 890 inc. GST
ML20	16-20	\$ 1220 inc. GST

- Single or composite listings (SL or CL)
- Appear in unlimited corresponding search categories (Composite listing may display up to 3 programs held in 1 location)
- 4 edits per annual subscription
- Display up to 10 images
- Social media exposure
- Links to your website / booking forms / social media
- SHP Blog editorial



Display banners

Top banner

Banner	Duration	Cost
6TB	6 months	\$ 890 inc. GST
12TB	12 months	\$ 1680 inc. GST

- Must have a single listing (or composite) or multi-list to be eligible
- Static, exclusive banner
- Links to a single listing (or composite) or website
- Artwork created at no charge by SHP Graphic Designer
- Created in 2 parts (columns) for optimal desktop and device viewing
- Placement below 'Search' header and above 'Popular Locations'
- Waiting list available. Contact us to book.

Mid banners

Banner	Duration	Cost
6MB	6 months	\$ 690 inc. GST
12MB	12 months	\$ 1280 inc. GST

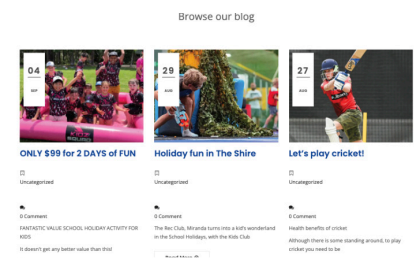
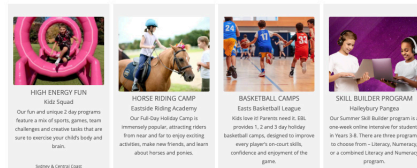
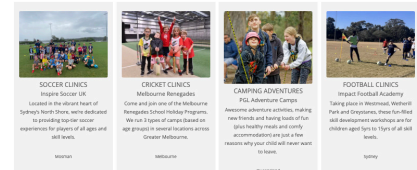
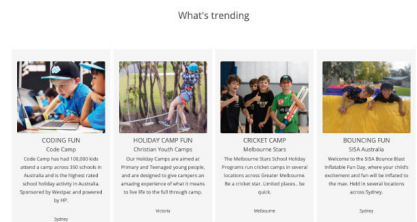
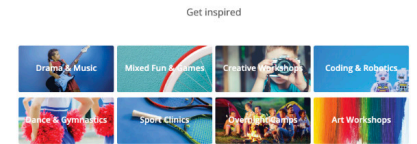
- Must have a single listing (or composite) or multi-list to be eligible
- Static, exclusive banners
- Links to a single listing (or composite) or website
- Artwork created at no charge by SHP Graphic Designer
- Created in 2 parts (columns) for optimal desktop and device viewing
- Mid banner placement below Top row of 'Squares'. Placement of banners in 1, 2 or 3 rows may be re-arranged 1, 2 or 3 rows at anytime by SHP editor.
- Base banner placement above footer.

6BB	6 months	\$ 490 inc. GST
12BB	12 months	\$ 890 inc. GST

Banner	Duration	Cost
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Base banner

Fill the school holidays with camps, clinics and fun
School Holiday Programs
Search Australia's largest resource



Display squares

- Must have a single listing (or composite) or multi-list to be eligible
- Static, exclusive square
- Links to a single listing (or composite)
- Placement below 'Get Inspired' on first row of 4 squares.
- Placement in square 1, 2, 3 4 column position at SHP editors discretion and can be re-arranged into 1,2,3,4 column position at anytime by SHP editor
- Waiting list available. Contact us to book.

Top squares


Square	Duration	Cost
6TS	6 months	\$ 690 inc. GST
12TS	12 months	\$ 1280 inc. GST

Random squares


Square	Duration	Cost
6RS	6 months	\$ 490 inc. GST
12RS	12 months	\$ 890 inc. GST

- Must have a single listing (or composite) or multi-list to be eligible
- Static, exclusive square
- Links to a single listing (or composite)
- Random placement in rows 1 or 2 in columns 1 - 8 at SHP editors discretion. Squares within the 2 rows and 8 columns can be re-arranged at SHP editors discretion.
- Waiting list available. Contact us to book.


Fill the school holidays with camps, clinics and fun
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Popular locations



Sydney



Melbourne



Brisbane

Get Inspired

Drama & Music

Mixed Fun & Games

Creative Workshops

Coding & Robotics




Dance & Gymnastics

Sport Clinics

Creative Workshops

Art Workshops

What's trending



Browse our blog

04 Jan

29 Jan

27 Jan

ONLY \$99 for 2 DAYS OF FUN

Uncommented

0 Comments

FANTASTIC VALUE SCHOOL HOLIDAY ACTIVITY FOR KIDS

It doesn't get any better value than this!

Holiday fun in The Shire

Uncommented

0 Comments

The Red Club, Miranda turns into a kids wonderland in the school holidays, with the Red Club.


Let's play cricket!

Uncommented

0 Comments

Health benefits of cricket

Although there is some standing around, to play cricket you need to be...



Find out more

- Home
- Using Information
- Help Centre
- School Holiday Dates

Use with us

- Learning Information
- Submit a Listing
- Feedback & Rating
- Terms and Conditions

Legals

- Terms & Conditions
- Privacy Policy
- Disclaimer
- Feedback

Keyword search

Search

WOW packages

Fill the school holidays with camps, clinics and fun
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Search Program Type Search Location **Search Now**

Top banner packages

Package	Duration	Cost
W6TB	6 months	\$ 1210 inc. GST
6TB 6RS SL / CL	1 x top banner 1 x random square on row 2, 3 or 4 3 x single or composite listings SHP blog editorial & social media post	
W12TB	12 months	\$ 2030 inc. GST
12TB 12RS SL / CL	1 x top banner 1 x random square on row 2, 3 or 4 3 x single or composite listings SHP blog editorial & social media post	

Popular locations

Sydney Melbourne Brisbane

Get inspired

What's trending

Mid banners

Package	Duration	Cost
W6MB	6 months	\$ 1060 inc. GST
6MB 6RS SL / CL	1 x mid banner row 2, 3 or 4 1 x random square on row 2, 3 or 4 3 x single or composite listings SHP blog editorial & social media post	
W12MB	12 months	\$ 1750 inc. GST
12MB 12RS SL / CL	1 x mid banner row 2, 3 or 4 1 x random square on row 2, 3 or 4 3 x single or composite listings SHP blog editorial & social media post	

Terms & Conditions

WOW packages available from September 12th, 2024 until further notice. If all WOW package placements are filled SHP may pull WOW package campaigns from marketing offers. This will not affect current campaign holders. Banners are exclusive and static and created in 2 columns for optimal desktop and mobile viewing. Random squares can be re-arranged at anytime without warning or consent by SHP editor, within rows 2, 3 and 4. If all WOW package placements are filled SHP may pull WOW package campaigns from marketing offers. This will not affect current campaign holders. Squares must link to a single or composite listing - cannot be linked to a website. Banner may link to a single or composite listing or website. All WOW packages are subject to availability. Waiting list available.

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