

OVERALL  
SIZE

All SG Magazines are  
**A4**  
plus 5mm bleed  
on all sides

**FOR FILE &  
TEXT SPECS**  
SEE BELOW

**FOR VARIOUS  
SIZE SPECS**  
SEE PAGE 2

FINISHED ARTWORK **FILE TYPES**

Best supplied as **high res CMYK .pdf** @ 100% of output size (plus bleed if applicable).

- **DO NOT INCLUDE CROP MARKS** or BLEED MARKS or any other printer marks
- Files sent as .jpeg, .tiff, .psd or .eps and/or RGB colour may also be acceptable.

TEXT **FILES**

Please supply any plain text documents as a **standard text email** or **Word .doc** file.

- Do not embed photos in any Word .doc files (see 'Image Files').
- **ALL FREE EDITORIALS MUST BE WRITTEN IN THE THIRD PERSON**

IMAGE **FILES**

- **.jpg, .tiff, .png, .pdf**. Email large images separately
- Do not embed images in Word .doc files. All images should be sent as their own attachment
- All photos should be **minimum 120dpi** (preferably **300dpi**)

FREE **EDITORIAL SPACE**

We prefer schools to include the following in their free editorial space:

**FCE** [ FACILITIES: (list)  
CURRICULUM: (list)  
EXTRAS: (list)

FOLLOWED BY...

**EDITORIAL CONTENT / OVERVIEW** (written in the third person)

- The space utilised for your Facilities, Curriculum and Extras (FCE) will vary from school to school with the remaining editorial space then available for an overview of your school. (you will be called on to edit if you provide too little or too much)
- Overview section can also include an image

SG **FREE  
DESIGN SERVICE**

If your school would like to take advantage of the free Schools Guide graphic design service our staff will prepare unique, professional artwork on your behalf based on your general instructions. Please email a selection of images and all text. If possible, please supply a rough sketch or outline of your intended advert.

**EDITORIAL WORD COUNT**

1/4 Page = Max. 30 lines @ 10 words per line  
Max. 300 words (eg. FCE 100words/Overview 200 words)

1/2 Page = Max. 60 lines @ 10 words per line  
Max. 600 words (eg. FCE 150words/Overview 450 words)

Full Page = Max. 120 lines @ 10 words per line  
Max. 1200 words (eg. FCE 200words/Overview 1000 words)

[artwork@privateschoolsguide.com](mailto:artwork@privateschoolsguide.com)

You can also upload your artwork online at [www.privateschoolsguide.com/upload-artwork](http://www.privateschoolsguide.com/upload-artwork)

SEND YOUR  
ARTWORK TO

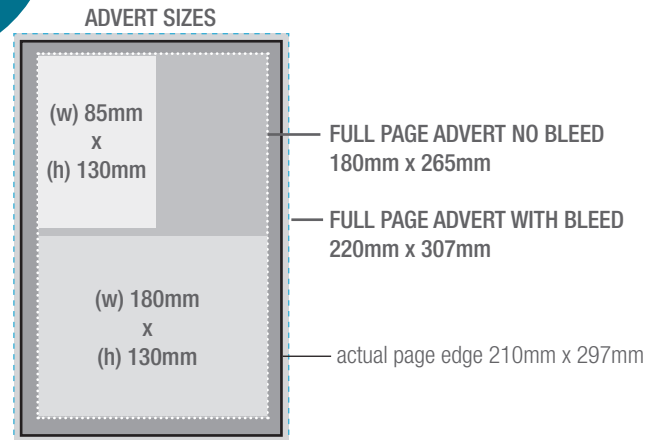
## STEP 1 Supply Your Listing

### ALL (NEW) ADVERTISERS must provide:

- 1 x School Crest (transparent background)
- Address / Phone / Email / Website
- Year levels
- Fees (optional)
- No. of Student Enrolments
- Religious Affiliation
- CRICOS number (if applicable)
- Gender
- Boarding (yes/no)

## STEP 2 Supply Your Artwork

There are two acceptable formats - **advert+editorial** (standard) or combine the space into **advert only** (optional). Standard layout and layouts without bleed include an information strip/icons along the page edge. The information strip is not included on any page with bleed.



### NOTE ABOUT ARTWORK

DO NOT include crop marks, bleed marks or any other printer marks on any artwork. Art should be at exactly 100% of output size (plus bleed if applicable).

### NOTE ABOUT BLEED

Bleed is simply where artwork is created slightly wider than the size of the page. The press cutting machine is often imprecise so adding 5mm ensures the content always extends over the page edge. It is only required where **full page** artwork reaches the edge of the page. Sizes listed here have allowed for 5mm bleed if applicable so please remember - if your design includes bleed **5mm will be cut off each side**. Important content such as text should be at least 10mm from the edge.

1/2  
PAGE

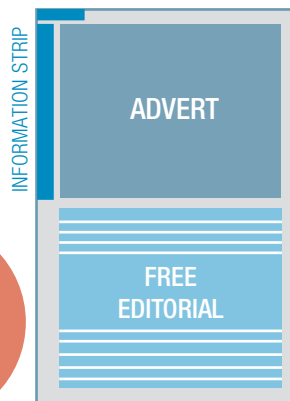
### STANDARD LAYOUT



- 1/4 page advert  
85mm (w) x 130mm (h)
- +  
• FREE Editorial  
(max 300 words - see page 1)

FULL  
PAGE

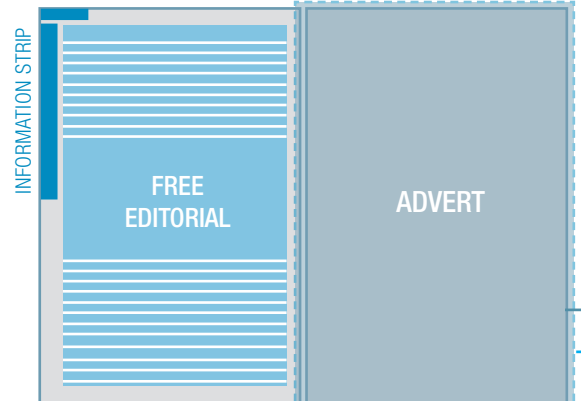
### STANDARD LAYOUT



- 1/2 page advert  
180mm (w) x 130mm (h)
- +  
• FREE Editorial  
(max 600 words - see page 1)

DPS

### STANDARD LAYOUT

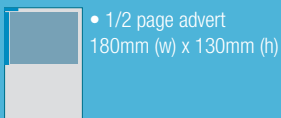


- +  
• FREE Editorial  
(max 1200 words see page 1)
- Full page advert with bleed  
220mm (w) x 307mm (h)  
(this size includes  
5mm bleed on each side)  
Actual page cut

DO NOT  
INCLUDE  
CROP  
MARKS

DO NOT  
INCLUDE  
CROP  
MARKS

### OPTIONAL LAYOUT



### OPTIONAL LAYOUTS



### OPTIONAL LAYOUT

