

Thank you for choosing to advertise with Private Schools Guide. This specs document has been designed to assist you in providing your content. Should you require further assistance or can't find the information you require please feel free to contact us at any time.

We are here to help!

CONTACT  
US

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

PAGE

2

SENDING  
FILES

— FIND OUT WHERE AND HOW TO SEND YOUR FILES

FINISHED  
ARTWORK

TEXT  
FILES

— FIND OUT HOW TO SEND VARIOUS FILE TYPES

IMAGE  
FILES

PAGE

3

SIZES  
AND CONTENT

— FIND OUT THE EXACT SIZE DIMENSIONS REQUIRED FOR YOUR FINISHED ARTWORK

1 / 2  
PAGE

FULL  
PAGE

DOUBLE  
PAGE

PAGE

4

BOARDING  
FEATURES

— FIND OUT THE REQUIREMENTS FOR SENDIGN BOARDING FEATURE CONTENT

**SENDING**  
FILESSEND YOUR  
ARTWORK TO[artwork@privateschoolsguide.com](mailto:artwork@privateschoolsguide.com)

OR

UPLOAD  
ARTWORK @[www.privateschoolsguide.com/upload-artwork](http://www.privateschoolsguide.com/upload-artwork)

OR

You could send large files via a third party file transfer service such as *Dropbox* or *WeTransfer*.

MAGAZINE  
SIZES

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

**FINISHED**  
ARTWORK

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 on any file
- Files sent as .jpeg, .tiff, .psd or .eps and/or RGB colour may also be acceptable.

**DO NOT**  
**INCLUDE**  
CROP  
MARKS**TEXT**  
FILES

Please supply any plain text documents as a [standard text email](#) or [Word .doc](#) file.

- Do not embed photos in Word .doc files (see 'Image Files').

**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](#))

DISPLAY  
 ADVERT  
 SIZES  
 AND CONTENT

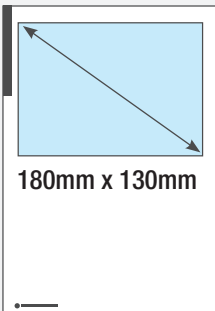
IMPORTANT NOTES

**DO NOT  
 INCLUDE  
 CROP  
 MARKS**

For all sizes...

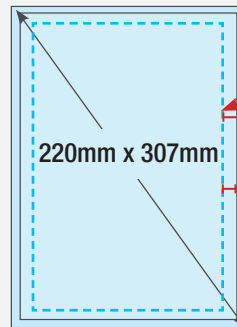
- BLEED - 5mm bleed only required for FULL page files where content reaches the page edge
- NO CROP MARKS - Do not include crop marks or other printer marks on any file

1/2  
 PAGE



FULL  
 PAGE

220mm x 307mm  
 This size has allowed for 5mm bleed on all 4 sides.



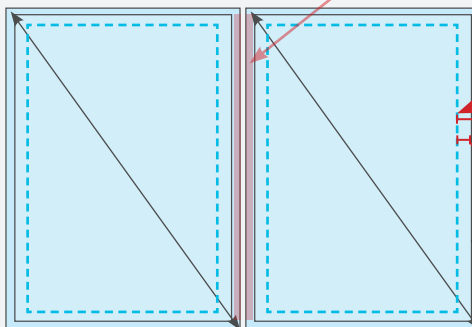
IMPORTANT CONTENT SUCH AS TEXT SHOULD BE AT LEAST 15mm FROM THE OUTER EDGE  
 10mm from the cut edge

Page will be cut 210mm x 297mm

DOUBLE  
 PAGE

OPTION A

PAGE BINDING



IMPORTANT CONTENT SUCH AS TEXT SHOULD BE AT LEAST 15mm FROM THE OUTER EDGE  
 10mm from the cut edge

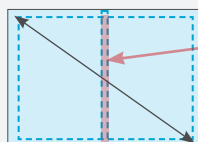
Page will be cut (210mm x 297mm)

220mm x 307mm + 220mm x 307mm - these sizes have allowed for 5mm bleed on all 4 sides.

Remember to allow for the page binding when designing your artwork

OPTION B

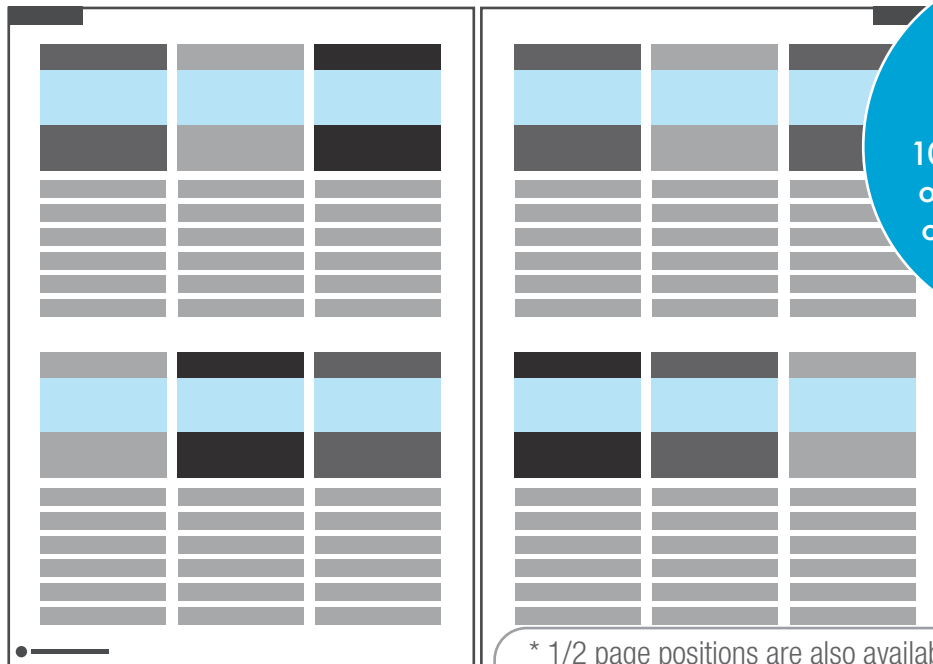
PAGE BINDING



May also be supplied @ 430mm(w) x 307mm(h)  
 This size has allowed for 5mm bleed on outer 4 sides.

**BOARDING**  
FEATURES

The Boarding Section is generally comprised of a grid of 1/6 page positions, each with an identical layout.

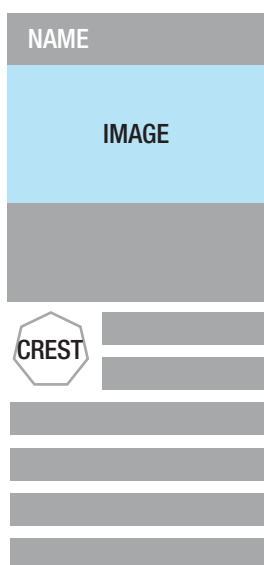


**BOARDING**  
**FEATURES**

100 word boarding outline plus school crest and 1 image

\* 1/2 page positions are also available in this section.  
(180mm x 130mm)

**BOARDING**  
REQUIREMENTS



← **TITLE BANNER** - presented in Individual school colours

← **IMAGE**  
• PLEASE SUPPLY 1 x BOARDING IMAGE

← **INFORMATION BLOCK**  
• PLEASE SUPPLY THE FOLLOWING...

- SCHOOL CREST
- BOARDING YEAR LEVELS
- AFFILIATION
- TOTAL BOARDING CAPACITY
- BOARDING FEES (optional)

← **BOARDING OVERVIEW TEXT**  
• PLEASE SUPPLY 100 WORDS

**BOARDING**  
**TEXT MUST BE**  
**WRITTEN IN**  
**THE THIRD**  
**PERSON**

\* 1/2 page boarding requires 600 words or finished 1/2 page artwork.