

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

You can also upload your artwork online at www.privateschoolsguide.com/upload-artwork

SEND YOUR
ARTWORK TO

STEP 1 Supply Your Listing

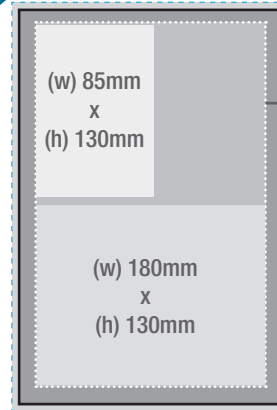
ALL (NEW) ADVERTISERS must provide:

- 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.

ADVERT SIZES



FULL PAGE ADVERT NO BLEED
180mm x 265mm

FULL PAGE ADVERT WITH BLEED
220mm x 307mm

actual page edge 210mm x 297mm

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. Full page sizes listed here have allowed 5mm for bleed (where 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 cut edge (15mm from the bleed edge).

1/2
PAGE

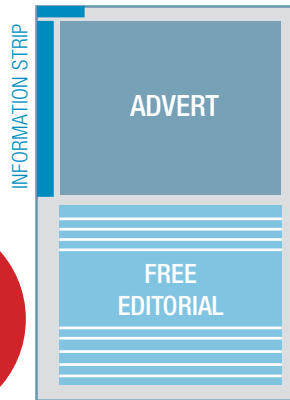
STANDARD LAYOUT



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

FULL
PAGE

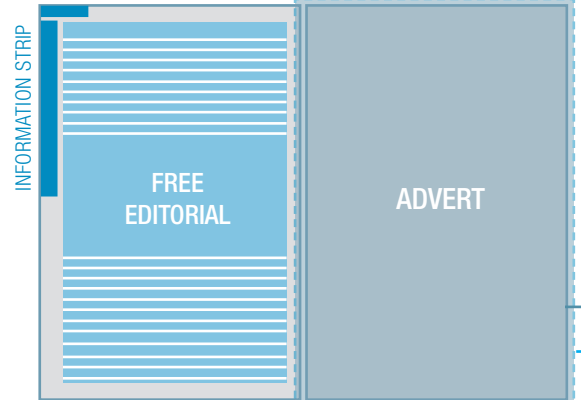
STANDARD LAYOUT



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

DPS

STANDARD LAYOUT

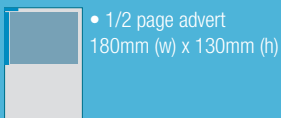


- +
• FREE Editorial
(max 1200 words see page 1)
 - Full page advert with bleed
220mm (w) x 307mm (h)
(this size includes 5mm bleed on each side)
- Actual page cut

DO NOT
INCLUDE
CROP
MARKS

DO NOT
INCLUDE
CROP
MARKS

OPTIONAL LAYOUT



- 1/2 page advert
180mm (w) x 130mm (h)

OPTIONAL LAYOUTS



- Full page advert no bleed
180mm (w) x 265mm (h)
- OR
- Full page advert with bleed
220mm (w) x 307mm (h)
(includes 5mm bleed on each side)

OPTIONAL LAYOUT



- Double page spread advert with bleed
430mm (w) x 307mm (h)
(this size has allowed for 5mm bleed on each side. Please remember at least 10mm will be unreadable in the middle due to the glued binding)