

Thank you for choosing to advertise with Private Schools Guide. This specs document has been designed to assist you in providing your content. But 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

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 TOartwork@privateschoolsguide.com

OR

UPLOAD
ARTWORK @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').
- **ALL FREE EDITORIALS MUST BE WRITTEN IN THE THIRD PERSON**

EDITORIAL
TEXT **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](#))

IMPORTANT NOTES

for all sizes...

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

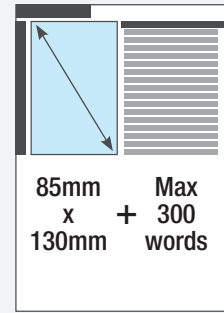
DO NOT INCLUDE CROP MARKS

- EDITORIAL TEXT - Max 300 words per 1/4. Must be written as editorial (rather than advertorial) unless it is part of the design of finished artwork.
- ARTWORK - Supply as high-res pdf file
- BLEED - 5mm bleed required for all full page files where content reaches the page edge
- CROP MARKS - Do not include crop marks or other printer marks on any file

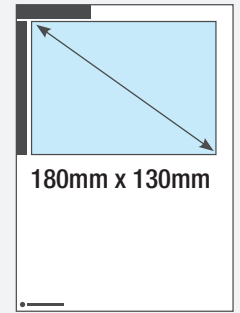
SIZES AND CONTENT

1/2 PAGE

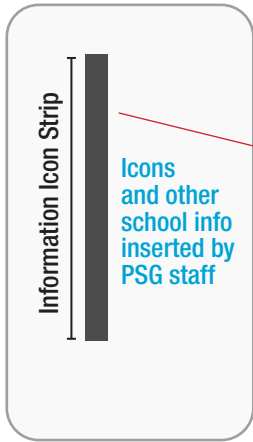
OPTION A



OPTION B

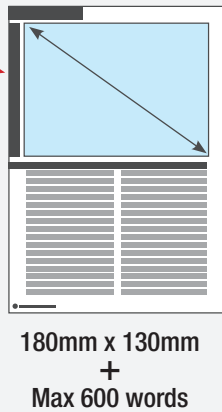


What is this?

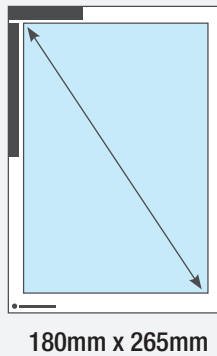


FULL PAGE

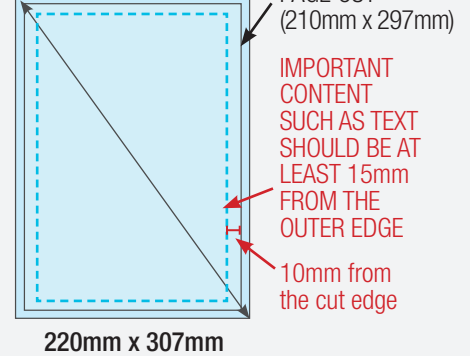
OPTION A



OPTION B

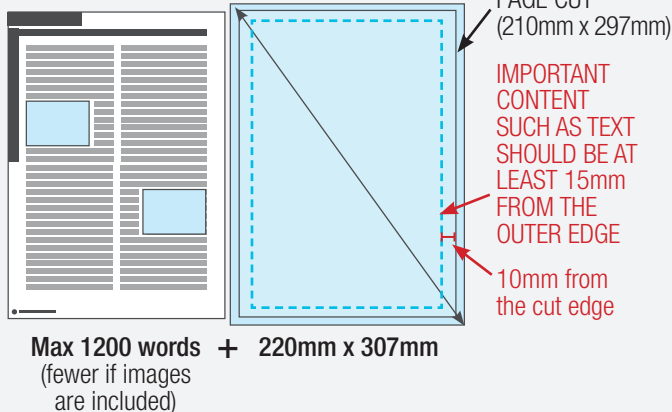


OPTION C

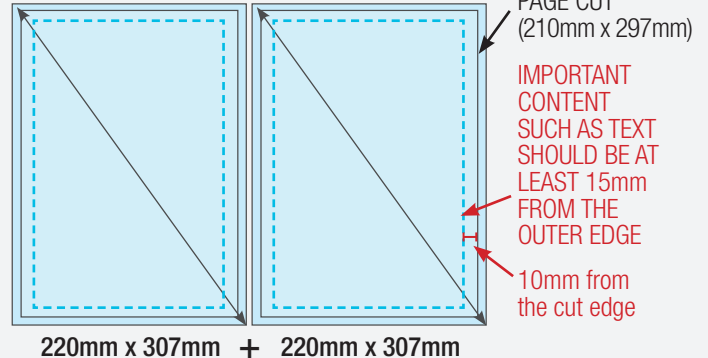


DOUBLE PAGE

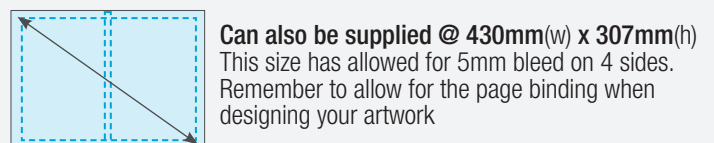
OPTION A



OPTION B(1)

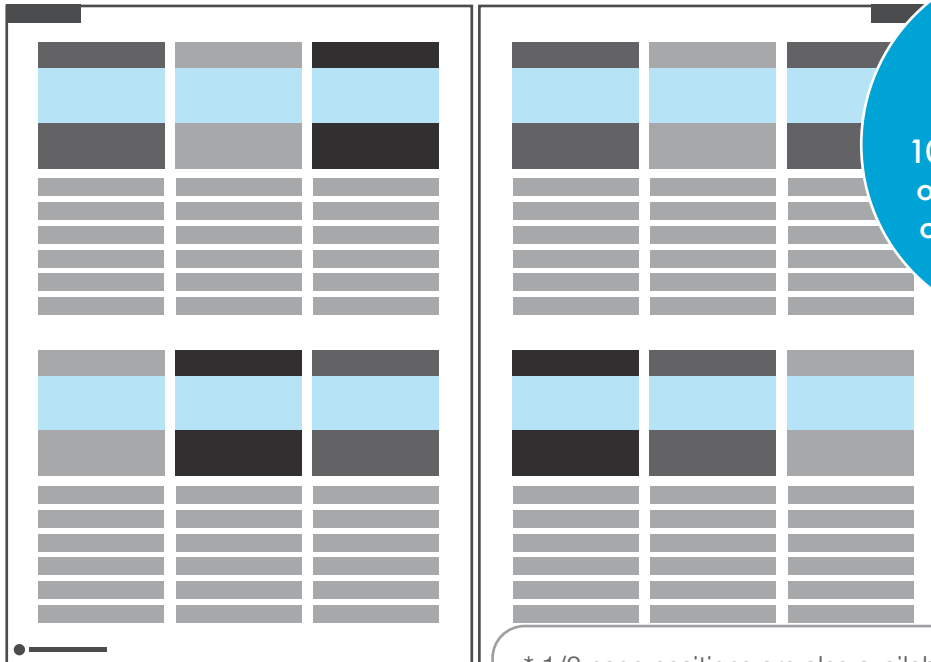


OPTION B(2)



BOARDING
FEATURES

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

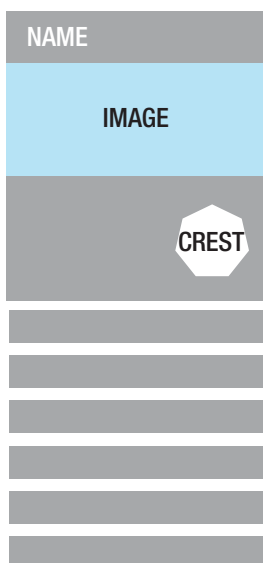


BOARDING
FEATURES

100 word boarding outline plus school crest and 1 image

* 1/2 page positions are also available in this section.

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.