

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

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**SENDING
FILES**

– HOW AND WHERE TO SEND YOUR FILES

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AND CONTENT**

– SIZE DIMENSIONS REQUIRED FOR YOUR
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**PROFILE
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– REQUIREMENTS FOR SENDING
PROFILE PAGE CONTENT

2026

ARTWORK SPECS how to...

SENDING FILES

SEND YOUR ARTWORK TO

artwork@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

DO NOT INCLUDE CROP MARKS

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.

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)

IMPORTANT NOTES

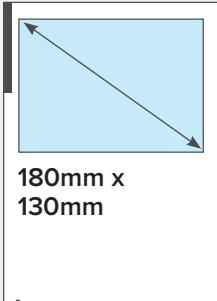
DISPLAY
ADVERT
SIZES
AND CONTENT

For all sizes...

DO NOT
INCLUDE
CROP
MARKS

- 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

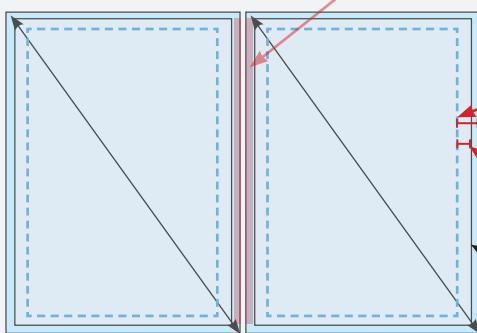


220mm x 307mm
This size has allowed for 5mm bleed on all 4 sides.

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

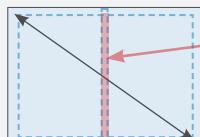
OPTION A



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)

Remember to
allow for the
page binding
when designing
your artwork

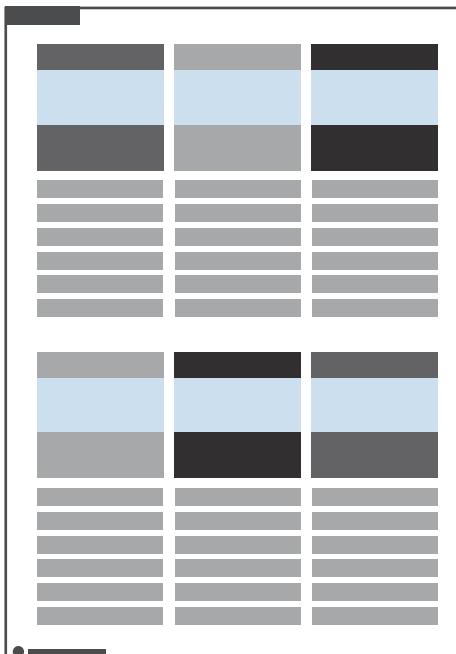
OPTION B



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.

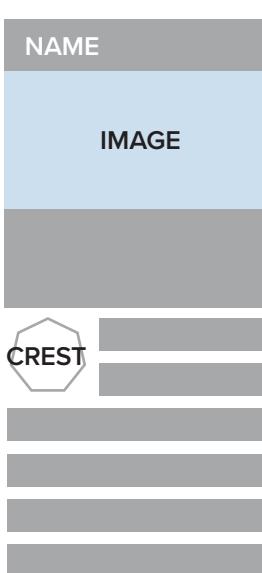


BOARDING FEATURES

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 1/2 page artwork in addition to 1/6th boarding profile.

**PROFILE
CONTENT**

School profiles consist of text content, images and clickable links.

The content is semi-flexible meaning you can substitute some of the text for extra images if preferred. Below are the typical layout options.

IMPORTANT NOTES**Images**

Typically presented at approx. 60mm x 35mm.

**LANDSCAPE ORIENTATION
IMAGES WORK BEST**

Please supply as jpeg, .eps or .png file at minimum resolution of 120dpi.

Any size larger than 60mm x 35mm is acceptable. Will be resized by PSG staff to suit the space.

WHAT TO SUPPLY...**1 / 2
PAGE****Profile for 1/2 page advertisers**

- School Crest
- Hero image
- 130 words
- Bullet point school highlights

- School Crest
- Hero image
- 250 words

- Optional YouTube or Vimeo video can be embedded over the hero image in the e-book. Please just supply the video URL (address)

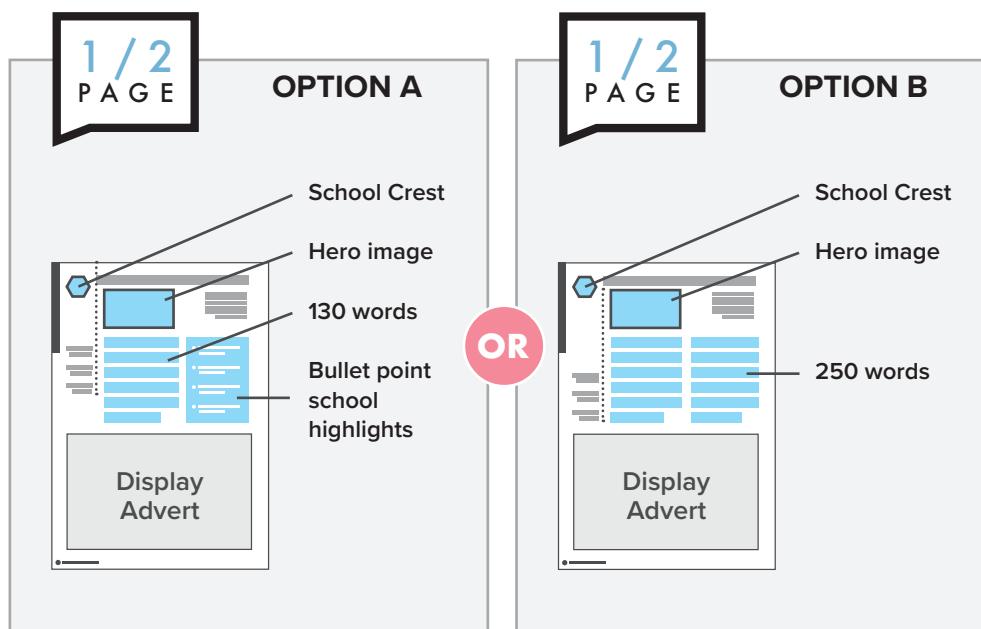
OR**FULL
PAGE****Profile for Full page and DPS advertisers**

- School Crest
- Hero image
- 350 words
- 4 x extra images
- Bullet point school highlights

- School Crest
- Hero image
- 550 words
- 4 x extra images

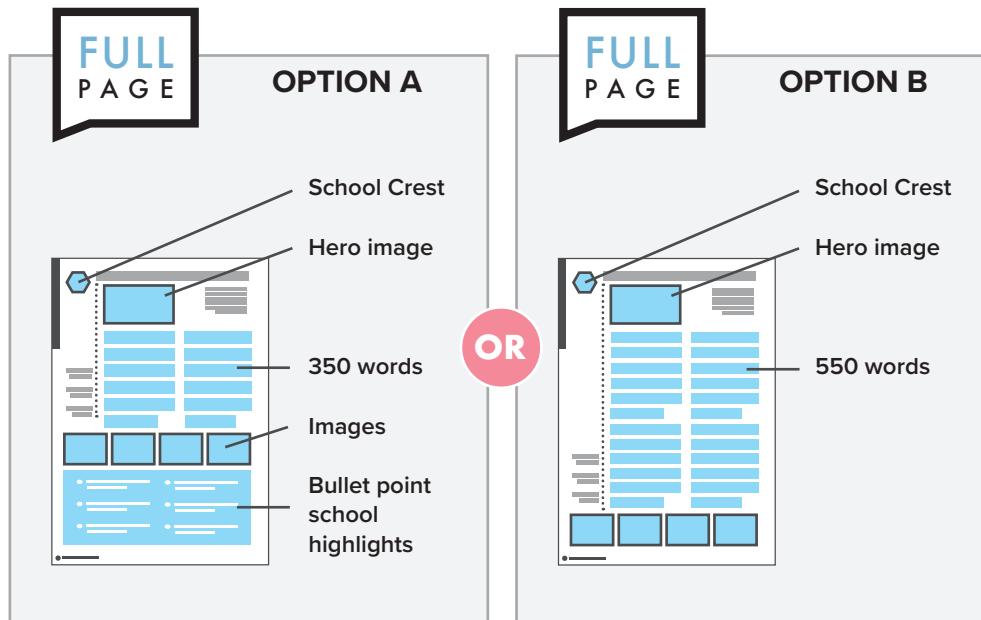
- Optional YouTube or Vimeo video can be embedded over the hero image in the e-book. Please just supply the video URL (address)

OR



1/2 page advertisers
can choose either of
these profile options

Side column
has extra space
available for
extra topics such
as School Tours



Full page and DPS
advertisers can
choose either of
these profile options