

# EDUCATION EXECUTIVE

## Advertising Specifications

If you have any questions regarding the supply of artwork, please contact: [production@intelligentmedia.co.uk](mailto:production@intelligentmedia.co.uk) or call 0203 794 8555 and we'll be happy to help.

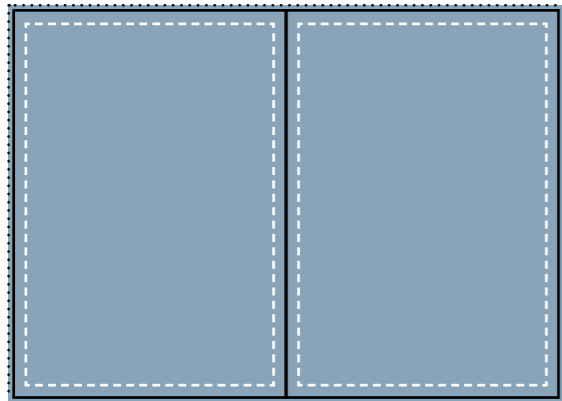
## LABEL KEY

- BLEED:**
  - Each outer edge of all full page artwork requires 3mm of bleed to avoid any white space remaining when the paper is cut.
- TRIM:**
  - This is the size of the final publication.
- SAFE:**
  - The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

## TOP TIPS

- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

## Double Page Spread (DPS)



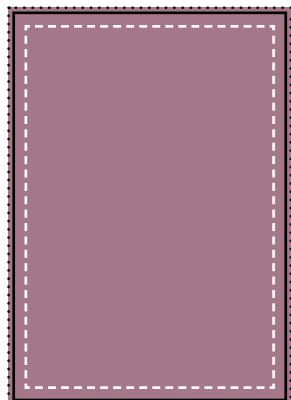
- TRIM:**
  - 420mm wide x 297mm high
- BLEED:**
  - 426mm wide x 303mm high
- SAFE:**
  - All text should be 1cm from the edge of BOTH pages

## Half Page (horizontal)



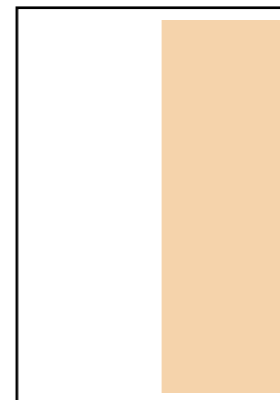
- SIZE:**
  - 190mm wide x 136mm high
- BLEED:**
  - Not required
- SAFE:**
  - We place artwork with 1cm of white space on each side

## Full Page



- TRIM:**
  - 210mm wide x 297mm high
- BLEED:**
  - 216mm wide x 303mm high
- SAFE:**
  - All text should be 1cm from the edge of the page

## Half Page (vertical)



- TRIM:**
  - 92mm wide x 277mm high
- BLEED:**
  - Not required
- SAFE:**
  - We place artwork with 1cm of white space on each side

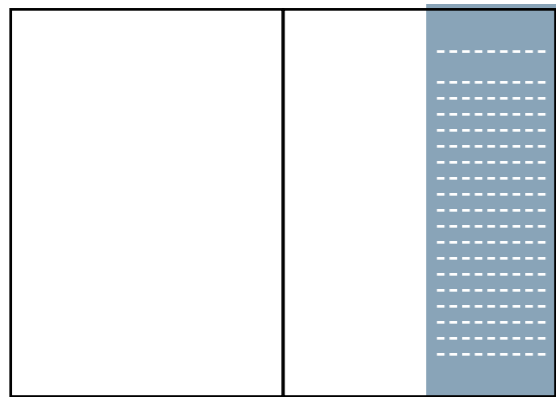
## Sponsored Inclusion Specifications

If you have any questions regarding the supply of artwork, please contact: [production@intelligentmedia.co.uk](mailto:production@intelligentmedia.co.uk) or call 0203 794 8555 and we'll be happy to help.

### TOP TIPS

- If you use the maximum word count, fewer images will be used in the final designed version. If you would like the case study to have more images incorporated, please reduce the word count to accommodate for this.
- Ensure your images are in CMYK colours (full colour), not RGB for example. Your artwork should be of high resolution e.g. more than 300DPI

### ½ Page Sponsored Column



Please supply up to 250 words saved in a word document

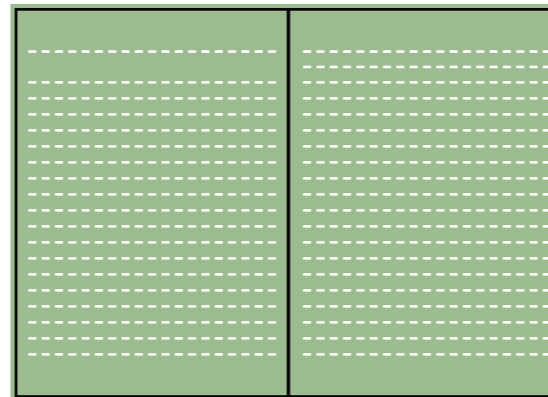
1 image

1 Logo

Contact details if you wish them to be included

Website or email link if you wish them to be included

### 2 PAGE Sponsored Article/Feature/Case Study



Please supply up to 900 words saved in a word document

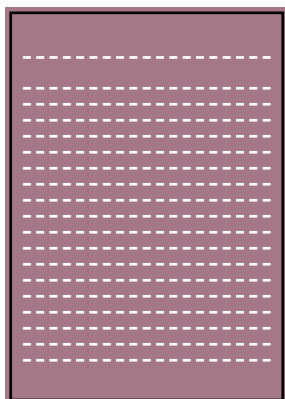
2 - 4 images

Logo

Contact details if you wish them to be included

Website or email link if you wish them to be included

### 1 PAGE Sponsored Article/Feature/Case Study



Please supply up to 400 words saved in a word document

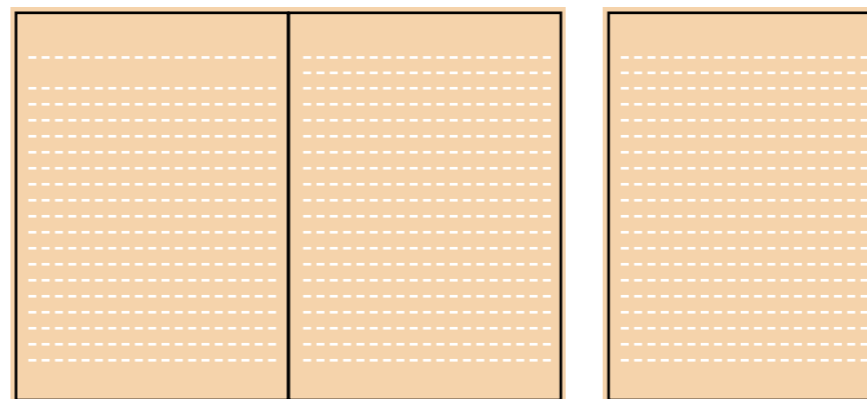
1-2 images

Logo

Contact details if you wish them to be included

Website or email link if you wish them to be included

### 3 PAGE Sponsored Article/Feature/Case Study



Please supply up to 1350 words saved in a word document

Up to 4 images

Logo

Contact details if you wish them to be included

Website or email link if you wish them to be included

# EDUCATION EXECUTIVE

## Gatefold Specifications

If you have any questions regarding the supply of artwork, please contact: [production@intelligentmedia.co.uk](mailto:production@intelligentmedia.co.uk) or call 0203 794 8555 and we'll be happy to help.

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- TRIM:**
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- SAFE:**
  - The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

## TOP TIPS

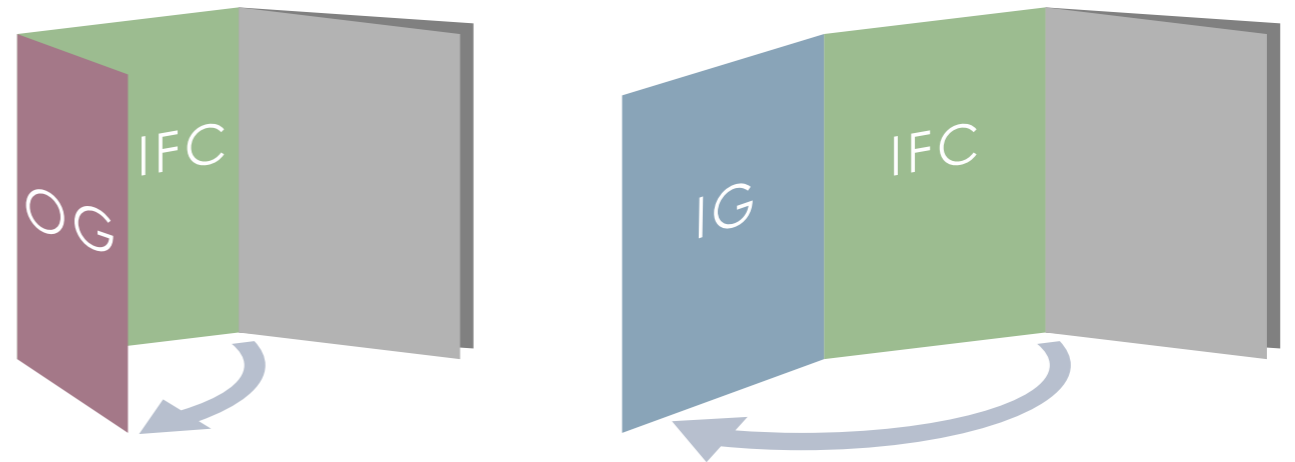
- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

## Outer Gate (OG)

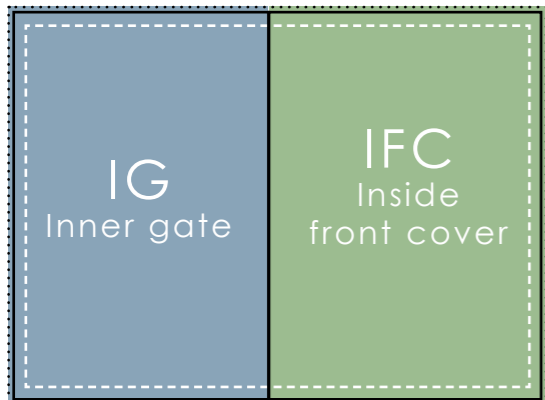


- TRIM:**
  - 198mm wide x 297mm high
- BLEED:**
  - 204mm wide x 303mm high
- SAFE:**
  - All text should be 1cm from the edge of the page

## How does a gatefold work?



## Gatefold DPS



- SAFE:**
  - All text should be 1cm from the edge of the double page spread.
  - Anything placed in the middle of the spread will NOT be lost in the crease.
  - The IG/OG page isn't as wide as the IFC page to allow it to fold inside the magazine.

## Inner Gate (IG)

- TRIM:**
  - 198mm wide x 297mm high
- BLEED:**
  - 204mm wide x 303mm high

## Inside Front Cover (IFC)

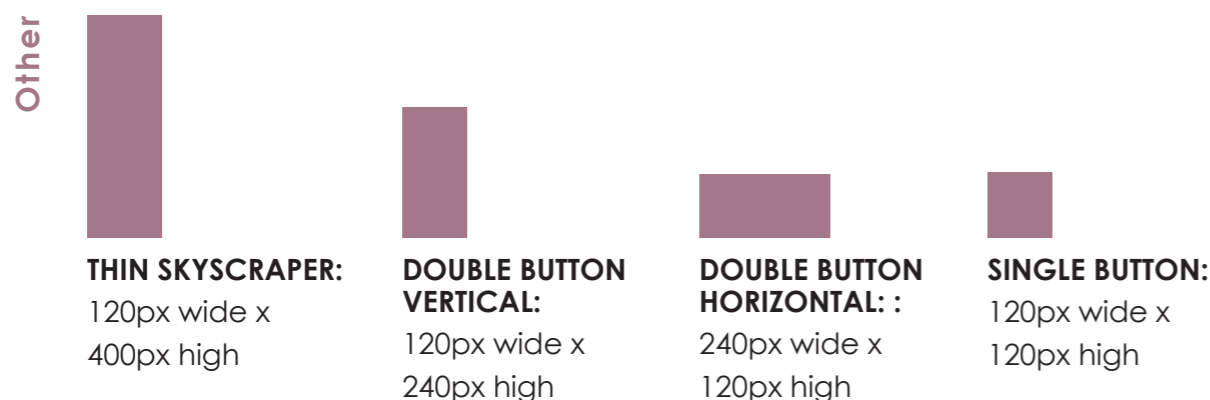
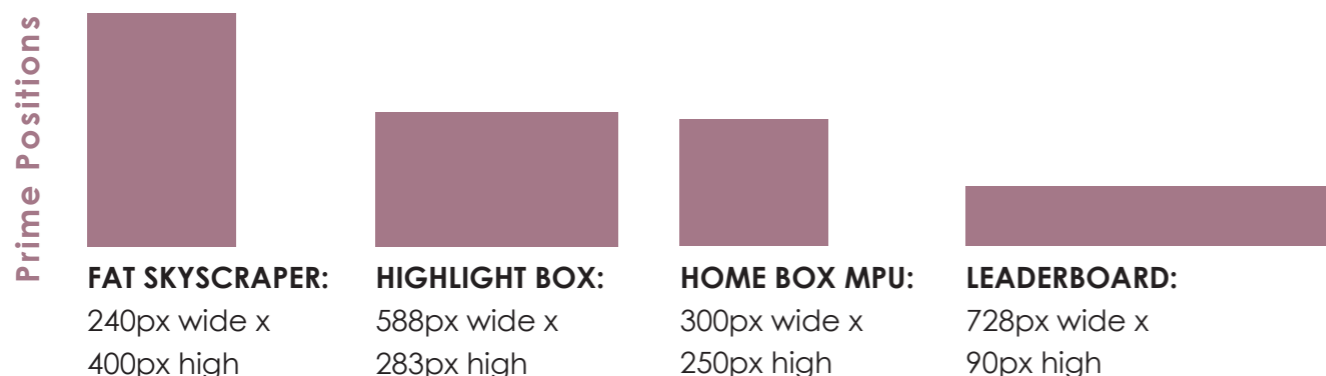
- TRIM:**
  - 208mm wide x 297mm high
- BLEED:**
  - 214mm wide x 303mm high

## Digital Specifications

If you have any questions regarding the supply of artwork, please contact: [production@intelligentmedia.co.uk](mailto:production@intelligentmedia.co.uk) or call 0203 794 8555 and we'll be happy to help.

## Website Buttons

- Please supply website advertising as a web ready GIF, animated GIF, JPG or SWF.
- All documents must be RGB and the file size should not exceed 80kb.




## Tweet

- Please provide up to 140 characters

## EE Weekly Email Advertising

- Please supply email advertising as a web ready GIF or JPG.
- Animated Gifs may not display correctly in some email clients.
- All documents must be RGB and the file size should not exceed 80kb.

 **LEAD BANNER:**  
600px wide x 100px high

 **MID BANNER:**  
400px wide x 220px high

 **EE WEEKLY SPONSORSHIP:**  
50 Words + Headline  
Link to web page

## Sponsored Blog or News Story

- Please supply 250 - 500 words, links accepted
- 1 image - should ideally be 588px x 283px

## Sponsored Article, Feature or Case Study

- Please supply 500 -1000 words, links accepted
- 1-3 images - should ideally be 588px x 283px

## Solus/Bespoke E-Shot

- Please provide a HTML file, deigned at 600px wide
- Images must be provided as absolute links
- We advise against the use of CSS as it is incompatible with some email clients
- We also advise against background images for the same reason
- All styles should be in line

### Useful links for solus email design

[www.visuallizard.com/blog/2011/01/25/email-standards](http://www.visuallizard.com/blog/2011/01/25/email-standards)

[www.1stwebdesigner.com/tutorials/ultimate-guide-html-emails/](http://www.1stwebdesigner.com/tutorials/ultimate-guide-html-emails/)