# EDUCATION EXECUTIVE

Copy specifications and requirements

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# Magazine Activity

EDUCATION EXECUTIVE *Magazine*

# Advertising specifications

If you have any questions regarding the supply of artwork, please contact: **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.

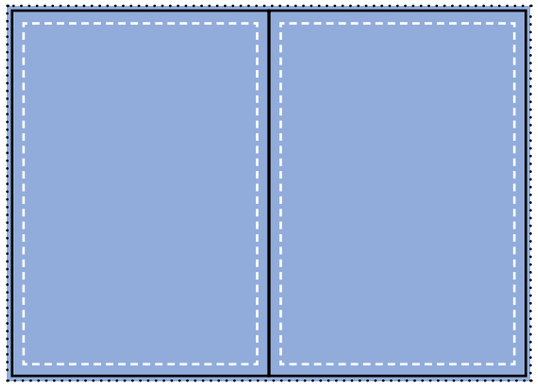
**TRIM:**
This is the size of the final publication.

**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)



### A4

**TRIM:**
420mm wide x 297mm high

**BLEED:**
426mm wide x 303mm high

**SAFE:**
All text should be 1cm from the edge of BOTH pages

### A5

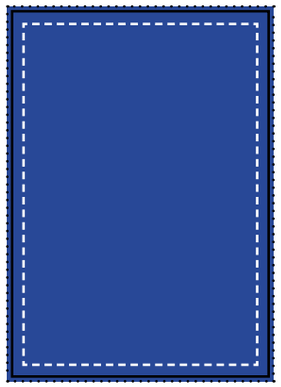
**TRIM:**
296mm wide x 420mm high

**BLEED:**
302mm wide x 426mm high

**SAFE:**
All text should be 1cm from the edge of BOTH pages

We are happy to add your preferred URL link to our digital editions, simply provide a URL link with the rest of your copy

## Full Page



### A4

**TRIM:**
210mm wide x 297mm high

**BLEED:**
216mm wide x 303mm high

**SAFE:**
All text should be 1cm from the edge of the page

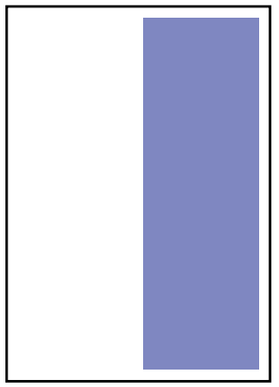
### A5

**TRIM:**
148mm wide x 210mm high

**BLEED:**
154mm wide x 216mm high

**SAFE:**
All text should be 1cm from the edge of the page

## 1/2 Page (vertical)



### A4

**TRIM:**
92mm wide x 277mm high

**BLEED:**
Not required

**SAFE:**
We place artwork with 1cm of white space on each side

### A5

**TRIM:**
65mm wide x 185mm high

**BLEED:**
Not required

**SAFE:**
We place artwork with 1cm of white space on each side

*Click on boxes to check positions visually

EDUCATION EXECUTIVE *Magazine*

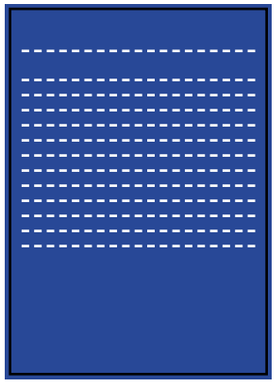
# Sponsored inclusion specifications

production@intelligentmedia.co.uk or call 0203 794 8555

## TOP TIPS

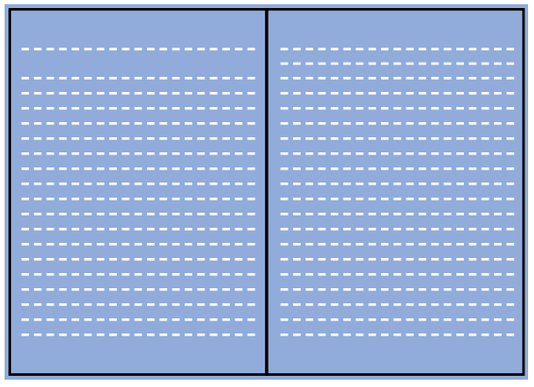
- If you use the maximum word count, fewer images will be used in the final designed version. If you would like the case study to have more images incorporated, please reduce the word count to accommodate for this.
- Ensure your images are in CMYK colours (full colour), not RGB for example. Your artwork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

## 1 page sponsored (article-feature-interview-case study)



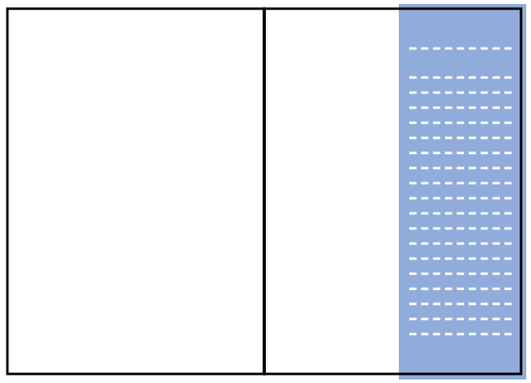
- Please supply up to 400 words saved in a word document
- 1-2 images
- Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

## 2 page sponsored (article-feature-interview-case study)



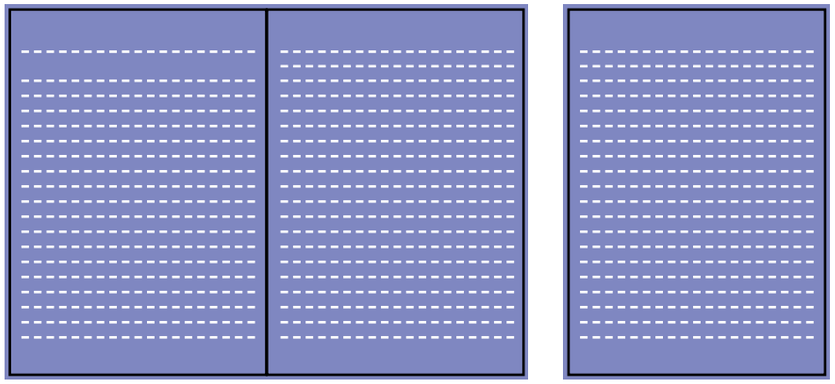
- Please supply up to 900 words saved in a word document
- 2 - 4 images
- Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

## 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

## 3 page sponsored (article-feature-interview-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

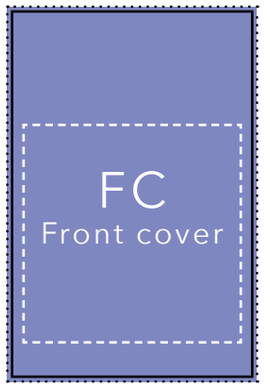
*Click on boxes to check positions visually

EDUCATION EXECUTIVE *Magazine*

# Prime positions

production@intelligentmedia.co.uk or call 0203 794 8555

## Front cover (FC)




**TRIM:**
200mm wide x 200mm high

**BLEED:**
206mm wide x 206mm high

**SAFE:**
All text should be 1cm from the edge of the page

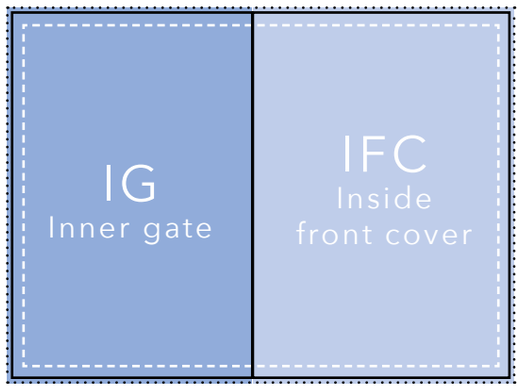
## Outer Gate (OG)

**TRIM:**
198mm wide x 297mm high

**BLEED:**
204mm wide x 303mm high

**SAFE:**
All text should be 1cm from the edge of the page

## 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)

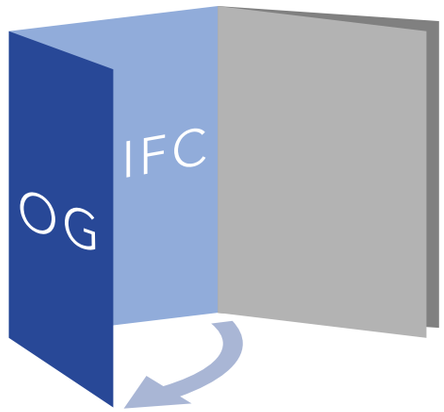
**TRIM:**
208mm wide x 297mm high

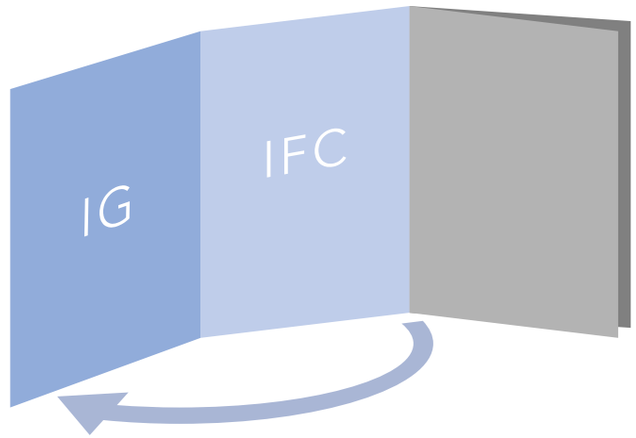
**BLEED:**
214mm wide x 303mm high

## 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.

## How does a gatefold work?



# Digital Activity

ED EXEC.co.uk

# Website adverts

production@intelligentmedia.co.uk or call 0203 794 8555

DOUBLE BUTTON:
300px wide x
125px high

SKYSCRAPER:
300px wide x
400px high

MPU:
300px wide x
250px high

LEADERBOARD:
728px wide x
90px high

POP UP:
500px wide
x 400px high

## Important Points:

- Please supply website advertising as a web-ready JPG or PNG or GIF, unless advert is dynamic where only a .gif file will be accepted
- 150 PPI
- RATIO 2.04:1

HIGHLIGHT BOX SLIDER:
678px wide x 381px high

### HIGHLIGHT BOX SLIDER

- Highlight Slider 1 of 4:
  Please supply one piece of artwork in the required specification.
- Highlight Slider 2 of 4:
  Please supply two pieces of artwork, each in the required specification.
- Highlight Slider 3 of 4:
  Please supply three pieces of artwork, each in the required specification.
- Highlight Slider 4 of 4:
  Please supply four pieces of artwork, each in the required specification.
- Highlight slider images must be static
- Multiple clicks can be supported

HOMEPAGE TAKEOVER:
1144px wide x 584px high

### HOMEPAGE TAKEOVER

- We can accept up to 3 slider images that will rotate
- 1 slider image will display as a static image

**Each slider image requires:**

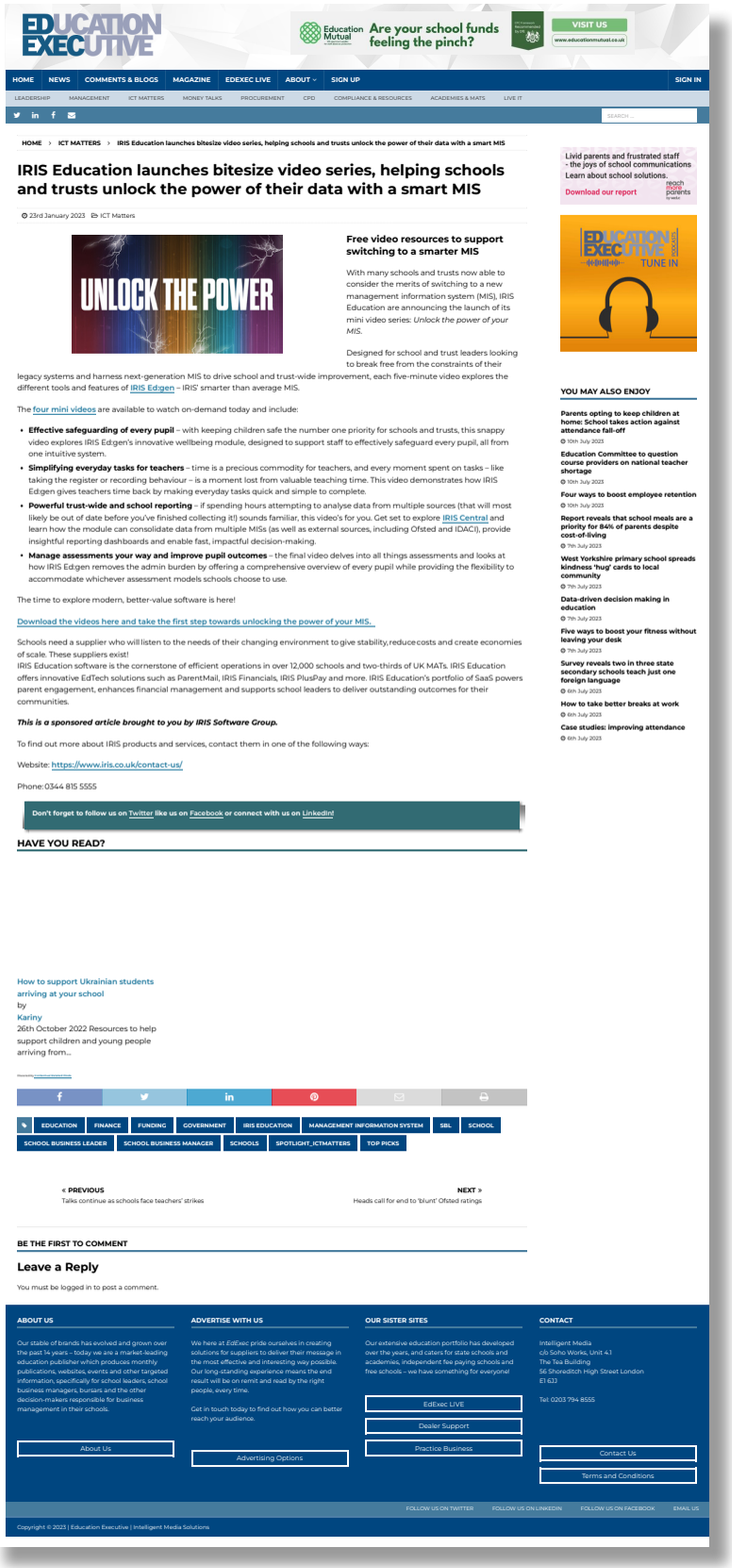
- A tag-line/headline for each slider image: 3 to 7 words
- Landing page subtitle/CTA: 10-15 words
- Post content (text): A paragraph 30-35 words
- URL to link from CTA landing page

**PLEASE NOTE: Slider images require bleed of 50 pixels to accommodate overlap text box in design**

*Click on boxes to check positions visually

PLEASE SUPPLY US WITH A URL TO LINK YOUR ADVERT TO

# Website sponsored content




# SPONSORED CONTENT

## NEWS STORY

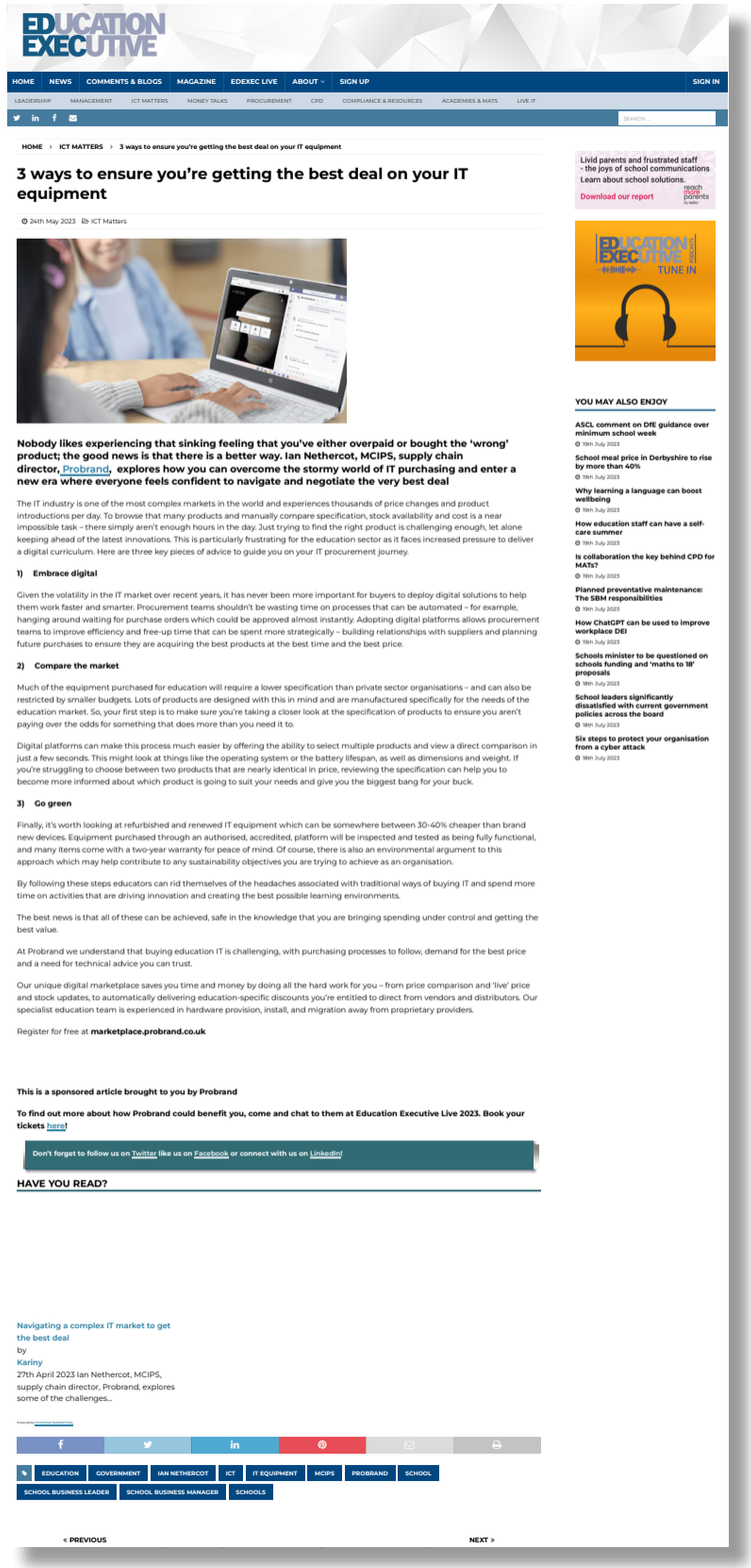
No more than 350 words

## BLOGS & COMMENT PIECES

No more than 600 words

## PLEASE ALSO SUPPLY

- 1 image
- Logo
- URL for image/logo to link to
- Contact details/CTA



# Email Marketing

# Email marketing

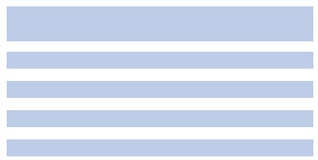
## EE Weekly Email Inclusion - Adverts

NEWSLETTER BUTTON:
170px wide x 350px high

LEAD AND MID BANNER
600px wide x 150px high

## EE Weekly Email Inclusion - Sponsored Content

### V1



SPONSORED INCLUSION:

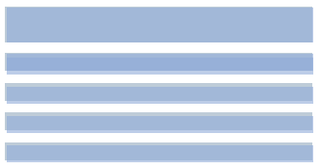
- 50 words plus headline
- Link to webpage
- Logo or image

### V2

SPONSORED INCLUSION:

- This inclusion is accelerated activity for a sponsored article
- No additional copy is required

### V3 (EE weekly combo)



SPONSORED INCLUSION:

- Article and advert combo
- Advert 140px wide x 480px high
- Link to webpage
- No additional copy required for article

*Click on boxes to check positions visually

## BESPOKE / SOLUS E-SHOT

Finished HTML file designed at 800px wide

- Images must be provided as absolute links within HTML and separately in an image file
- Please also provide PDF visual final email
- We advise against the use of CSS as it is incompatible with some email clients
- We advise against background images as it is incompatible
- All styles should be in line
- Please ensure the file only contains HTML and no java script
- Please ensure that the code does not include your footer – to comply with GDPR legislation it must have ours
- Please include the Subject line to use for the Email

# EdExec LIVE

# Print Advertising Specifications

production@intelligentmedia.co.uk or call 0203 794 8555

## 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.

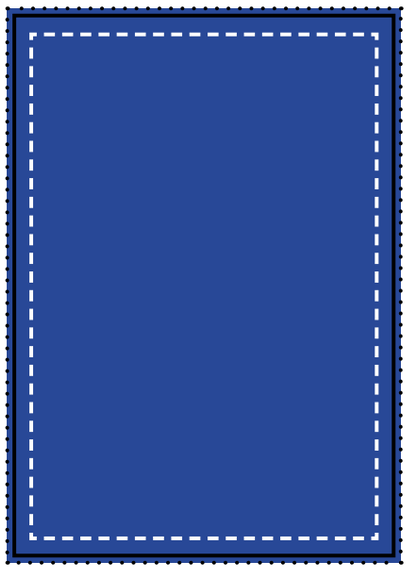
**TRIM:**
This is the size of the final publication.

**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.

## Full Page (A4)

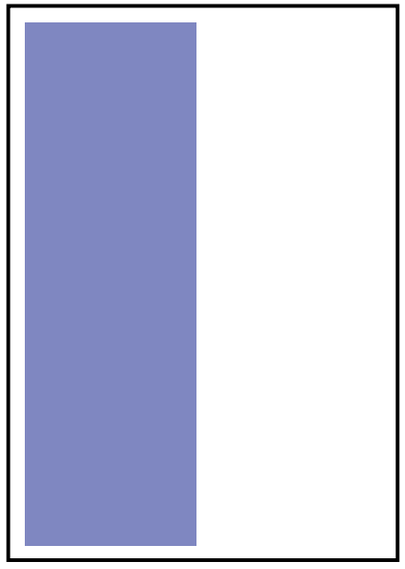


**TRIM:**
210mm wide
x 297mm high

**BLEED:**
216mm wide
x 303mm high

**SAFE:**
All text should be 1cm from the edge of the page

## Half Page (A4 vertical)

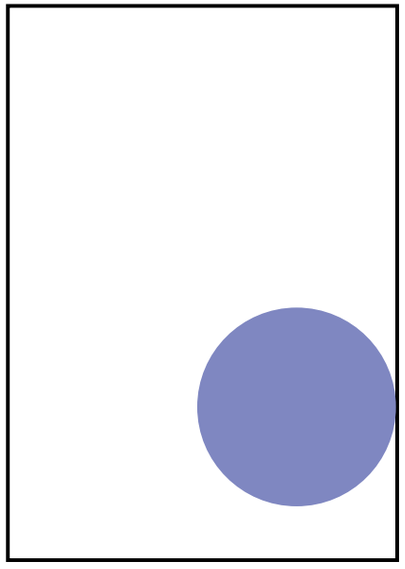


**TRIM:**
92mm wide x
277mm high

**BLEED:**
Not required

**SAFE:**
We place artwork with 1cm of white space on each side

## Cover banner



Please provide logo to go on cover banner plus 15 words

# EdExec LIVE Website

# Digital specifications

**production@intelligentmedia.co.uk** or call **0203 794 8555**

## *EdExec* LIVE advert positions and dimensions

### HOMEPAGE:

**LEADERBOARD:**
930px wide x 115px high

**CAROUSEL:**
410px wide x
310px high

**SLIDER CARD:**
206px wide x
247px high

**BOTTOM BANNER:**
768px wide x 95px high

### BOOK TICKETS PAGE:

**BOOK PAGE MPU:**
225px wide x 170px high

*Click on boxes to check positions visually

## *EdExec* website

### Website homepage web ads:

**DOUBLE BUTTON:**
300px wide x
125px high

**SKYSCRAPER:**
300px wide x
400px high

**MPU:**
300px wide x
250px high

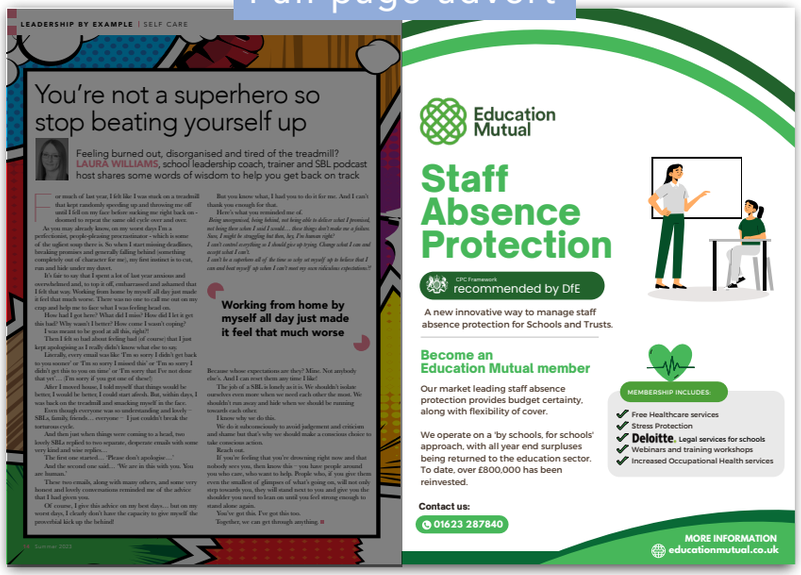
**LEADERBOARD:**
728px wide x
90px high

### Digital articles:

- Up to 600 words
- 1 image
- Logo
- URL for image/logo to link to
- Contact details/CTA

# Examples

## Full page advert

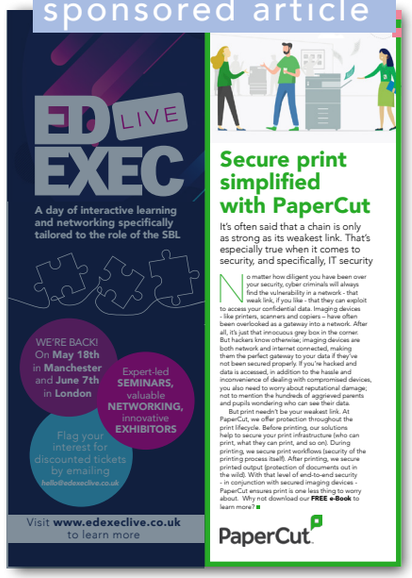



## Half page advert

## Cover banner

## 1 page sponsored article

## Half page sponsored article




## 2 page sponsored article

EdExec weekly emails:

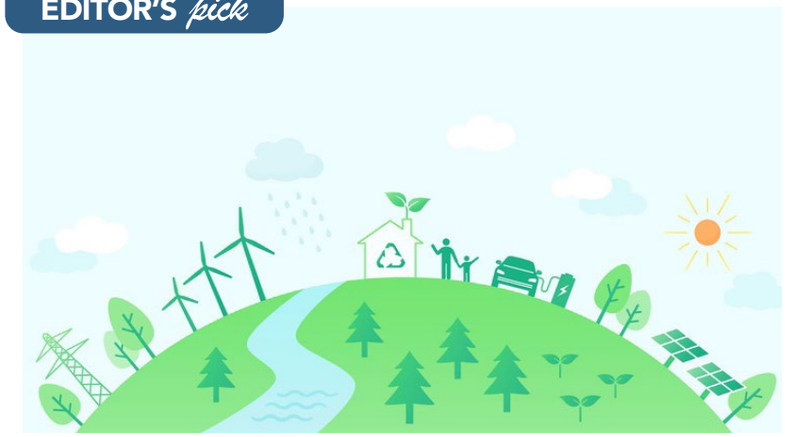
# ED EXEC Weekly

This week's round up of the best bits from *EdExec* online

**This week on edexec.co.uk:**

*EdTech* | *Sustainable Schools* | *Managing underperformance*

EDITOR'S *pick*



## How to become a more sustainable school

In an era where environmental consciousness is paramount, educational institutions need to lead by example

READ *more*

### Best methods to manage underperformance

How do you manage an employee who's been delivering lacklustre results and offering only excuses?

READ *more*

### Common EdTech mistakes and how to fix them

Edtech is an integral part of learning and can enhance the school experience – but how can it be used more effectively?

READ *more*

### How to adopt an effective instructional coaching approach

In the realm of education, instructional coaching is now a vital tool for professional development

READ *more*

Bespoke email:

EXACOMPTA CLAIREFONTAINE

**LATEST INNOVATIONS FROM EXACOMPTA CLAIREFONTAINE**

With a portfolio of over 25,000 products across our wide range of international brands, the Exacompta Clairefontaine group continues to supply an extensive selection of premium stationery products to those who are seeking to offer comprehensive, high-quality solutions to their customers.

Not only does the group benefit from an enriched history of global brands, but with 30 modern production facilities located worldwide, we remain at the forefront of innovative and sustainable manufacturing within the industry.

Several exciting new products will be on display on stand M400 at the upcoming London Stationery Show, alongside a selection of popular in-store merchandising solutions. Here's a quick preview of what's being showcased…

**SUSTAINABLE STATIONERY WITH BEE BLUE**

By combining the latest trends in colour design with Blue Angel certified items made from 100% recycled post-consumer plastics, Exacompta's Bee Blue range not only meets the environmental expectations of buyers, but the ergonomically designed, modular desktop accessories and filing allow users to create a bespoke workspace to suit their requirements.

**GO GREEN WITH RHODIA**

The new 100% recycled Rhodia Greenbooks offer a sustainable choice for ecologically aware consumers. Unlike most of the recycled paper in the market, the 160 pages of recycled 90gsm Clairefontaine paper benefit from a high opacity and superior natural whiteness without de-inking or chlorine treatment.

Register an account or Login here

To assist our dealers, we can offer a comprehensive selection of branded marketing collateral, including in-store merchandising and POS display furniture, as well as online support for websites and social media. Simply contact our sales team to discuss your requirements.

Sponsored content:

EDUCATION EXECUTIVE
Education Mutual Are your school funds feeling the pinch? VISIT US www.educationmutual.co.uk
HOME | NEWS | COMMENTS & BLOGS | MAGAZINE | EDEXEC LIVE | ABOUT | SIGN UP | SIGN IN
LEADERSHIP | MANAGEMENT | ICT MATTERS | MONEY TALKS | PROCUREMENT | CPD | COMPLIANCE & RESOURCES | ACADEMIES & MATS | LIVE IT
SEARCH ...



# IRIS Education launches bitesize video series, helping schools and trusts unlock the power of their data with a smart MIS

23rd January 2023 | ICT Matters

## Free video resources to support switching to a smarter MIS

With many schools and trusts now able to consider the merits of switching to a new management information system (MIS), IRIS Education are announcing the launch of its mini video series: *Unlock the power of your MIS.*

Designed for school and trust leaders looking to break free from the constraints of their legacy systems and harness next-generation MIS to drive school and trust-wide improvement, each five-minute video explores the different tools and features of IRIS Ed:gen – IRIS' smarter than average MIS.

The four mini videos are available to watch on-demand today and include:

- **Effective safeguarding of every pupil** – with keeping children safe the number one priority for schools and trusts, this snappy video explores IRIS Ed:gen's innovative wellbeing module, designed to support staff to effectively safeguard every pupil, all from one intuitive system.
- **Simplifying everyday tasks for teachers** – time is a precious commodity for teachers, and every moment spent on tasks – like taking the register or recording behaviour – is a moment lost from valuable teaching time. This video demonstrates how IRIS Ed:gen gives teachers time back by making everyday tasks quick and simple to complete.
- **Powerful trust-wide and school reporting** – if spending hours attempting to analyse data from multiple sources (that will most likely be out of date before you've finished collecting it!) sounds familiar, this video's for you. Get set to explore IRIS Central and learn how the module can consolidate data from multiple MISs (as well as external sources, including Ofsted and IDACI), provide insightful reporting dashboards and enable fast, impactful decision-making.
- **Manage assessments your way and improve pupil outcomes** – the final video delves into all things assessments and looks at how IRIS Ed:gen removes the admin burden by offering a comprehensive overview of every pupil while providing the flexibility to accommodate whichever assessment models schools choose to use.

The time to explore modern, better-value software is here!

Download the videos here and take the first step towards unlocking the power of your MIS.

Schools need a supplier who will listen to the needs of their changing environment to give stability, reduce costs and create economies of scale. These suppliers exist!
IRIS Education software is the cornerstone of efficient operations in over 12,000 schools and two-thirds of UK MATs. IRIS Education offers innovative EdTech solutions such as ParentMail, IRIS Financials, IRIS PlusPay and more. IRIS Education's portfolio of SaaS powers parent engagement, enhances financial management and supports school leaders to deliver outstanding outcomes for their communities.

***This is a sponsored article brought to you by IRIS Software Group.***

To find out more about IRIS products and services, contact them in one of the following ways:

Website: https://www.iris.co.uk/contact-us/

Phone: 0344 815 5555

**Don't forget to follow us on Twitter like us on Facebook or connect with us on LinkedIn!**

Livid parents and frustrated staff - the joys of school communications
Learn about school solutions.
Download our report
reach more parents by reach

EDUCATION EXECUTIVE PODCAST TUNE IN

YOU MAY ALSO ENJOY

**Parents opting to keep children at home: School takes action against attendance fall-off**
10th July 2023

**Education Committee to question course providers on national teacher shortage**
10th July 2023

**Four ways to boost employee retention**
10th July 2023

**Report reveals that school meals are a priority for 84% of parents despite cost-of-living**
7th July 2023

**West Yorkshire primary school spreads kindness 'hug' cards to local community**
7th July 2023

**Data-driven decision making in education**
7th July 2023

**Five ways to boost your fitness without leaving your desk**
7th July 2023

**Survey reveals two in three state secondary schools teach just one foreign language**
6th July 2023

**How to take better breaks at work**
6th July 2023

**Case studies: improving attendance**
6th July 2023

## HAVE YOU READ?

How to support Ukrainian students arriving at your school
by
Kariny
26th October 2022 Resources to help support children and young people arriving from...

EDUCATION | FINANCE | FUNDING | GOVERNMENT | IRIS EDUCATION | MANAGEMENT INFORMATION SYSTEM | SBL | SCHOOL | SCHOOL BUSINESS LEADER | SCHOOL BUSINESS MANAGER | SCHOOLS | SPOTLIGHT_ICTMATTERS | TOP PICKS

« PREVIOUS
Talks continue as schools face teachers' strikes

NEXT »
Heads call for end to 'blunt' Ofsted ratings

BE THE FIRST TO COMMENT

### Leave a Reply

You must be logged in to post a comment.



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## LATEST POSTS

**Parents opting to keep children at home: School takes action against attendance fall-off**
10th July 2023

**Education Committee to question course providers on national teacher shortage**
10th July 2023

**Four ways to boost employee retention**
10th July 2023

**Report reveals that school meals are a priority for 84% of parents despite cost-of-living**
7th July 2023

**West Yorkshire primary school spreads kindness 'hug' cards to local community**
7th July 2023

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## Is your school a part of a MAT?

Yes

No

## NEWS

**Education Committee to question course providers on national teacher shortage**
10th July 2023

**Parents opting to keep children at home: School takes action against attendance fall-off**
10th July 2023

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## MAGAZINE

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## HOME 7 - 1/4 WIDTH

Please navigate to **Appearance → Widgets** in your WordPress dashboard and add some widgets into the *Home 7 - 1/3 Width* widget area.

Sponsored content will appear on the homepage under LATEST POSTS, as shown here

## LATEST POSTS

**Parents opting to keep children at home: School takes action against attendance fall-off**
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# Digital specifications

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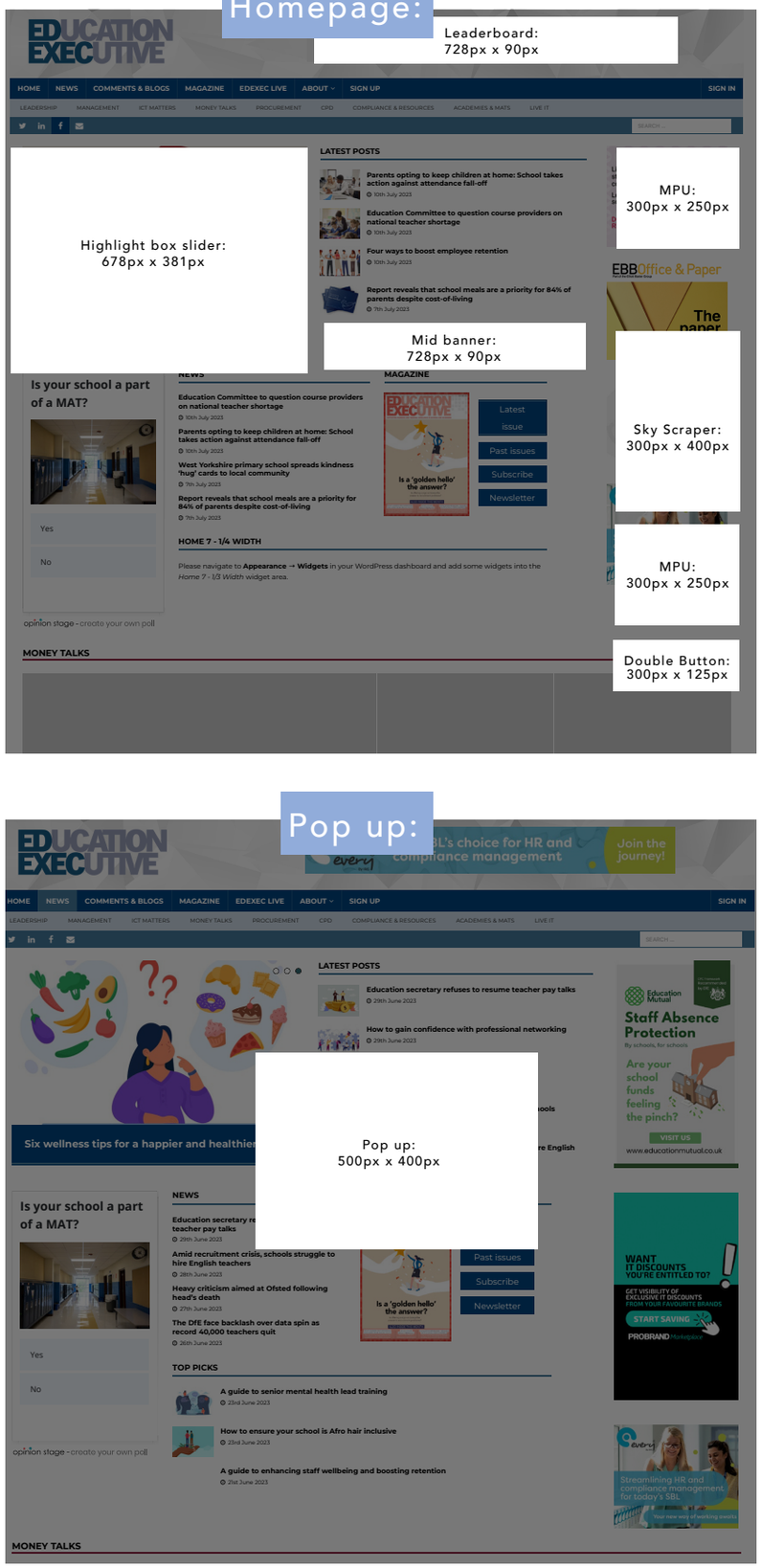
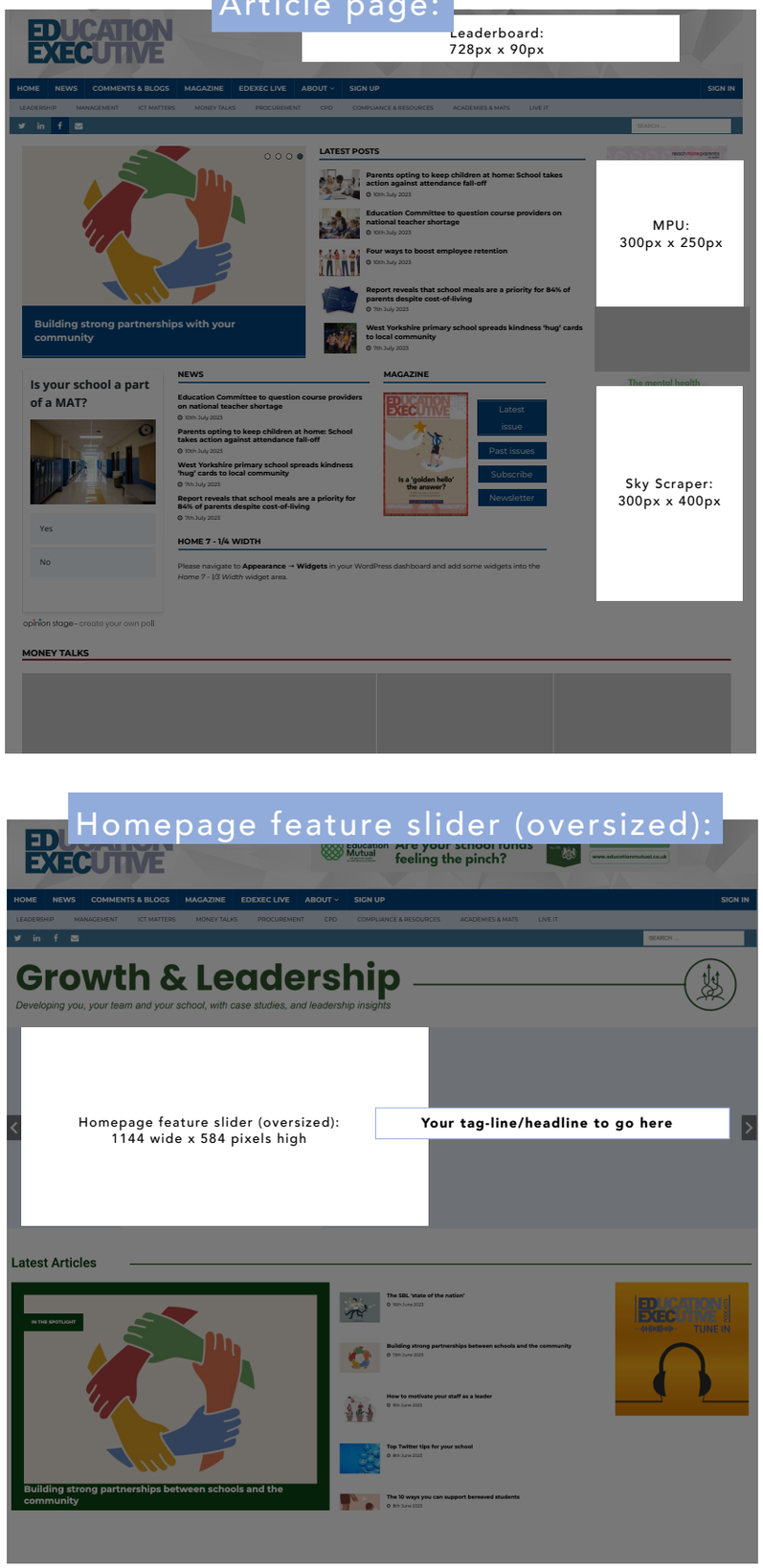
## Homepage:




## Article page:




## Pop up:




## Homepage feature slider (oversized):

# Digital specifications

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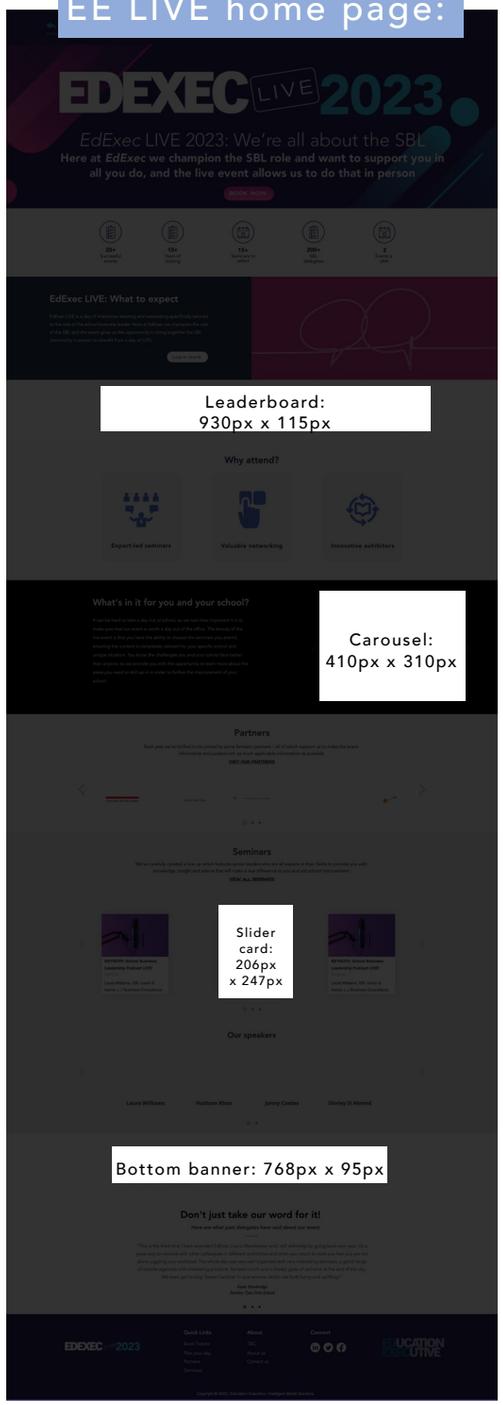
## EE LIVE home page:



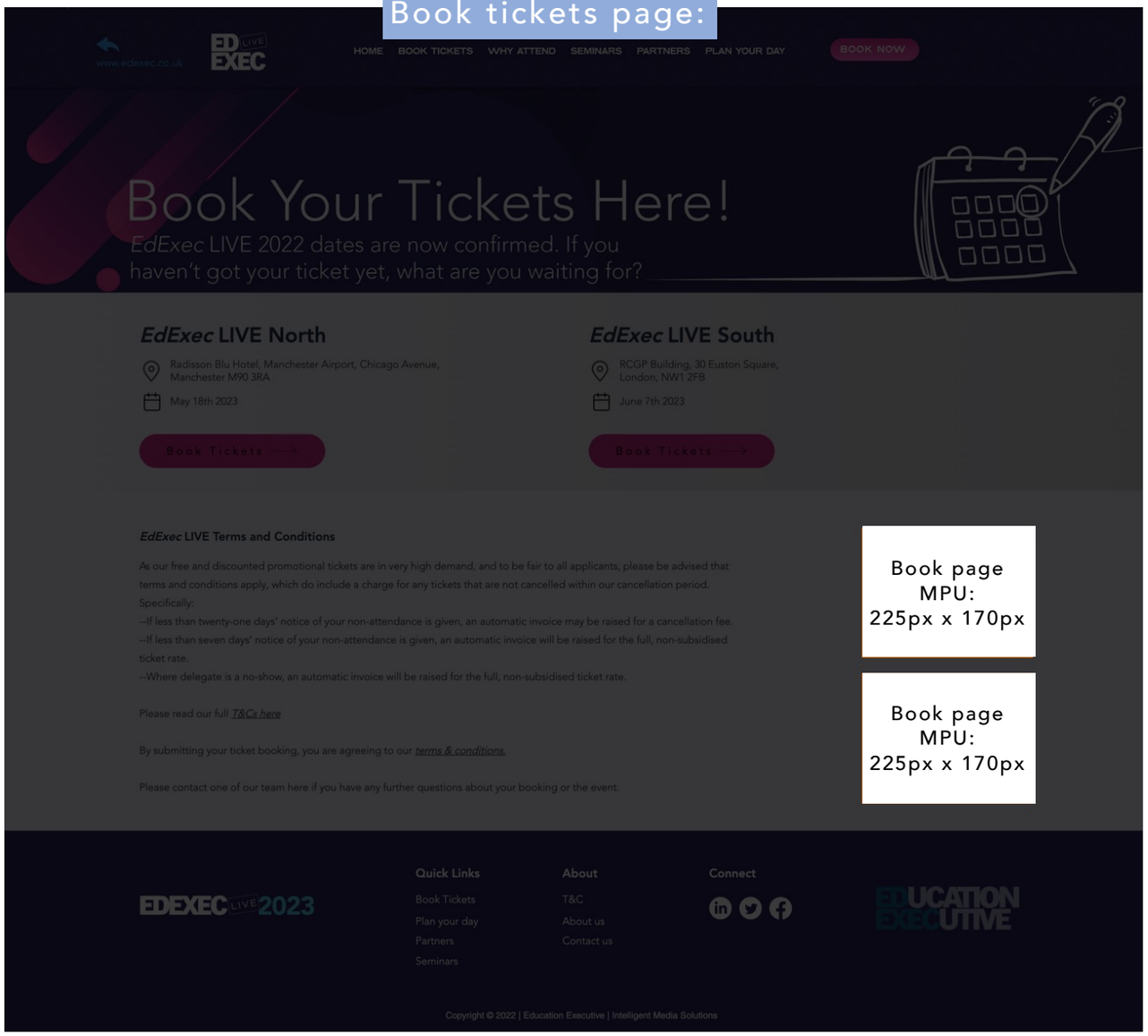

Leaderboard:
930px x 115px

Carousel:
410px x 310px

Slider card:
206px x 247px

Bottom banner: 768px x 95px

## Book tickets page:




Book page MPU:
225px x 170px

Book page MPU:
225px x 170px

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