



EdExec LIVE

Copy specifications and requirements

Print Advertising Specifications

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

Double Page spread



TRIM:
420mm wide
x 594mm high

BLEED:
432mm wide
x 606mm high

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



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.

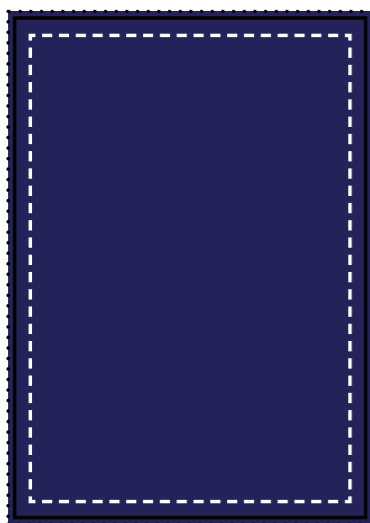
TRIM:
This is the size of the final publication.

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)

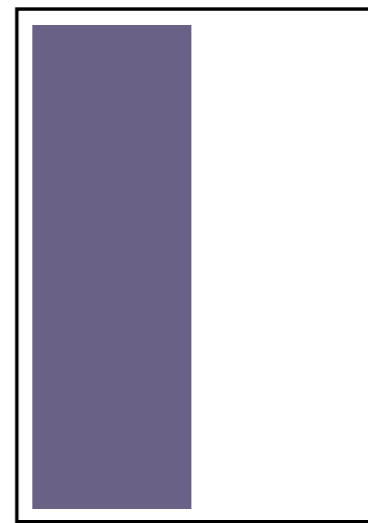


TRIM:
210mm wide
x 297mm high

BLEED:
216mm wide
x 303mm high

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

Half Page (A4 vertical)

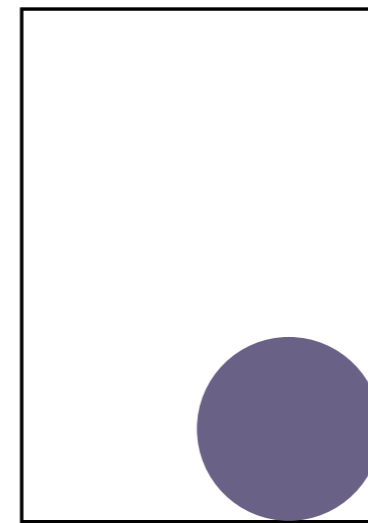


TRIM:
92mm wide x
277mm high

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

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	POP UP: 500px wide x 400px high
		
MPU: 300px wide x 250px high	LEADERBOARD: 728px wide x 90px high	



HIGHLIGHT BOX SLIDER:
678px wide x 381px high

Digital articles:

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

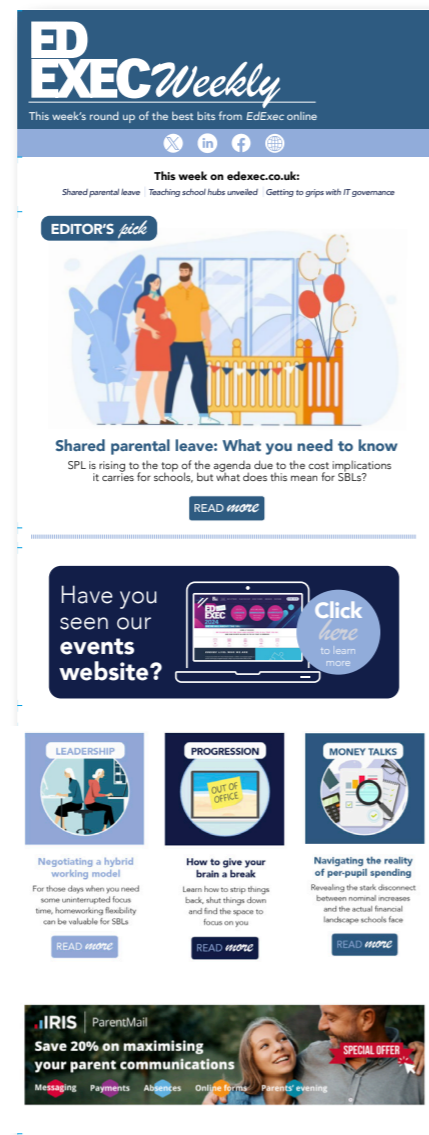
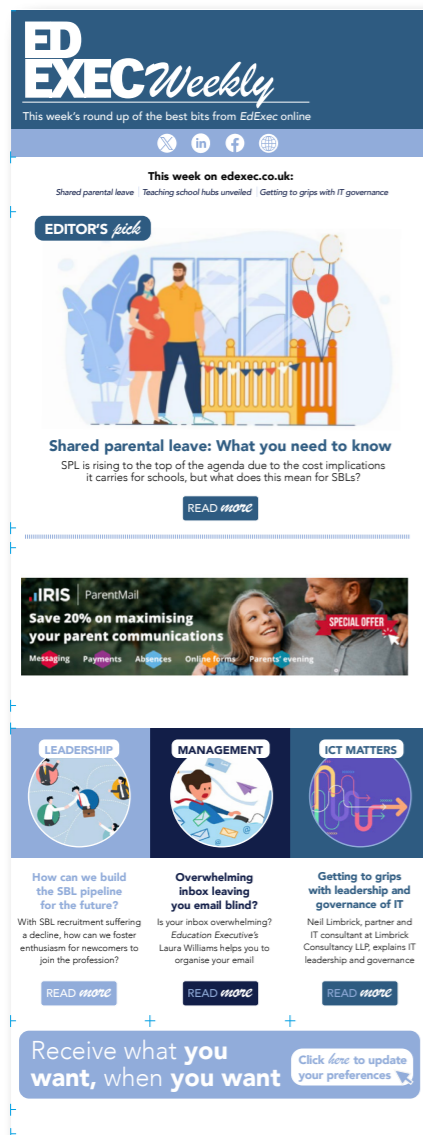
HIGHLIGHT BOX SLIDER

- 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

Email marketing

EE Weekly Email Inclusion - Adverts

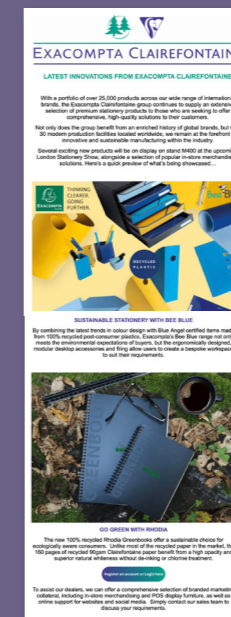
LEAD AND MID BANNER
600px wide x 150px high



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



Supplier Partners e-shot
100 word sound bite



Examples

Cover banner

EDUCATION EXECUTIVE
SUPPORTING BUSINESS AND FINANCIAL EXCELLENCE IN SCHOOLS AND ACADEMIES

New Year edition
January/February 2024

Are your ducks in a row?

Discover the true meaning behind leading with alignment.

Exhibitor logo
(Company name) please provide 15 words
Aca qui cus maio est, non non consect orehent delent est.

ALSO INSIDE THIS MONTH:

- ARE YOU READY FOR EDEXEC LIVE 2024?
Expert speakers and interactive learning awaits SBLs
- SYSTEMS, SCHEDULES AND SPOTCHECKS
Getting the most out of your estate management plan

Double page spread

Education Mutual

School Business Leader Wellbeing Index 2024

This ground-breaking research collectively understands the Mental Health and Wellbeing of SBLs in state-funded schools across England and Wales

Education Mutual
School Business Leaders Wellbeing Index 2024
Working in schools in England and Wales
January 2024

Read the 2024 edition now:
www.educationmutual.co.uk

Alternatively, please scan this QR code to download a copy of the report

Gold Trusted Service Award 2023 feelo™

Gold Trusted Service Award 2024 feelo™

Full page advert

every
SOFTWARE TO MAKE YOUR WORKING LIFE SIMPLER!

EVERY IS A LEADING CHOICE OF HR AND COMPLIANCE MANAGEMENT SOLUTIONS FOR TODAY'S SBL.

Our software is split into focussed modules to give you tangible opportunities to streamline activities in your organisation, meaning you can do more with the available time in your day.

- Achieve consistency
- Set standards
- Manage centrally

EVERY HR

- Employee Management
- Recruitment & ATS
- Absence Management
- Integrations with MIS, Payroll, and Budgets
- Training and CPD
- Time and Expenses
- Performance/Appraisal
- Case Management
- SCR
- School Workforce Census
- Documents and Policies
- Self-Service Portal

EVERY COMPLIANCE

- Compliance Tracking
- Documents and Policies
- Trust Compliance
- Supplier Due Diligence
- Help Desk
- Asset Management
- Condition and Projects
- Incident Reporting
- Contract Management
- E-Learning
- Risk Management
- Mobile Apps

"Every HR engineers low-value admin tasks out of the HR system."
Wayne Oldfield
COO at Voyage Education Partnership

Start your Every journey today: hello@weareevery.com

Half page advert

MAINSTREAM digital
Managed Services Provider

Mainstream Digital has been a supplier to the Education sector for over 30 years. We understand the challenges and pressures schools are facing.

The Department for Education recommends that schools have:

- Broadband connectivity to a standard defined by them and based on the size of the school, with a backup broadband connection for resilience
- Effective monitoring and filtering for safeguarding children and staff
- Suitable WiFi connectivity throughout the school, and
- Are prepared for the biggest change in telecoms - the 2025 switch off.

We are that ONE SUPPLIER that can help you address ALL of the recommendations from the DfE.

Mainstream Digital offers a consultative approach to provide schools with a total solution that meets their needs while keeping within budget. As a result, we are working with over 100 schools. As a managed services provider, we specialise in supplying telephony solutions, including onsite VOIP, hosted systems, and compatibility with legacy systems, as well as IT and Cyber Threat mitigation services.

We understand that a one-size-fits-all approach (often with hosted PBX) isn't the right approach for most schools.

Our team of DBS checked specialists in the Education sector would be delighted to offer a no-obligation review. Please get in touch to arrange.

E.katrina.iddon@msdigital.com
T 0800 169 4055 | www.msdigital.com

ExerciseBooksDirect

Experience a Stationery Revolution with Exercise Books Direct.

Exercise Books Direct provides personalised exercise books for schools, allowing them to add their logo to the books FREE of charge. This is made possible by selling products directly to customers and investing in automation for personalisation at their factories.

Request a FREE personalised sample today on
0800 254 5052 or email
hello@exercisebooksdirect.co.uk

THE KEY ELEMENTS OF THE DAY

EdExec LIVE 2023 is a must-attend event for education professionals, bringing together senior leaders, school business leaders and finance directors to discuss the latest trends and innovations in education. This year's event features an impressive line-up of keynote panelists, seminars, and networking opportunities. Here's a breakdown of the key elements of the day:

SEMINARS
The seminars at EdExec LIVE 2023 are designed to be interactive and engaging, giving attendees the opportunity to learn from experts and exchange ideas with their peers. This year's seminars cover a wide range of topics, including financial management, HR, marketing, and more. As the role of the SBL continues to evolve and develop, we want our event and speakers to reflect this - so, this year as well as having some familiar faces, we have welcomed lots of brand-new speakers who bring a raft of knowledge and expertise in their relevant fields.

NETWORKING
Networking is a key element of EdExec LIVE 2023, providing attendees with the opportunity to connect with professionals from all areas of education. The exhibition space doubles up as a networking area where attendees can meet and exchange ideas with their peers. We encourage all delegates to take advantage of the coffee break, extended lunch and post-event drinks to get to know each other and make new connections. Many of our delegates have even made life-long friends through our event, so don't be afraid to start a conversation with someone new - you never know what might come from it!

EXHIBITION
The exhibition at EdExec LIVE 2023 features a wide range of vendors providing leading-edge products and services for education professionals. This year's exhibition includes companies specialising in financial management, HR, marketing, technology, and more. Attendees will have the opportunity to meet with exhibitors, learn about new products and services, and network with other attendees.

EdExec LIVE 2023 is an essential event for education professionals looking to stay up-to-date with the latest trends and innovations in the sector. We will have a plenty of free time to allow you to explore the exhibition and network with your peers between seminars and at any of the seminars. Make the most of the opportunity and meet our exhibitors during the break or lunch.

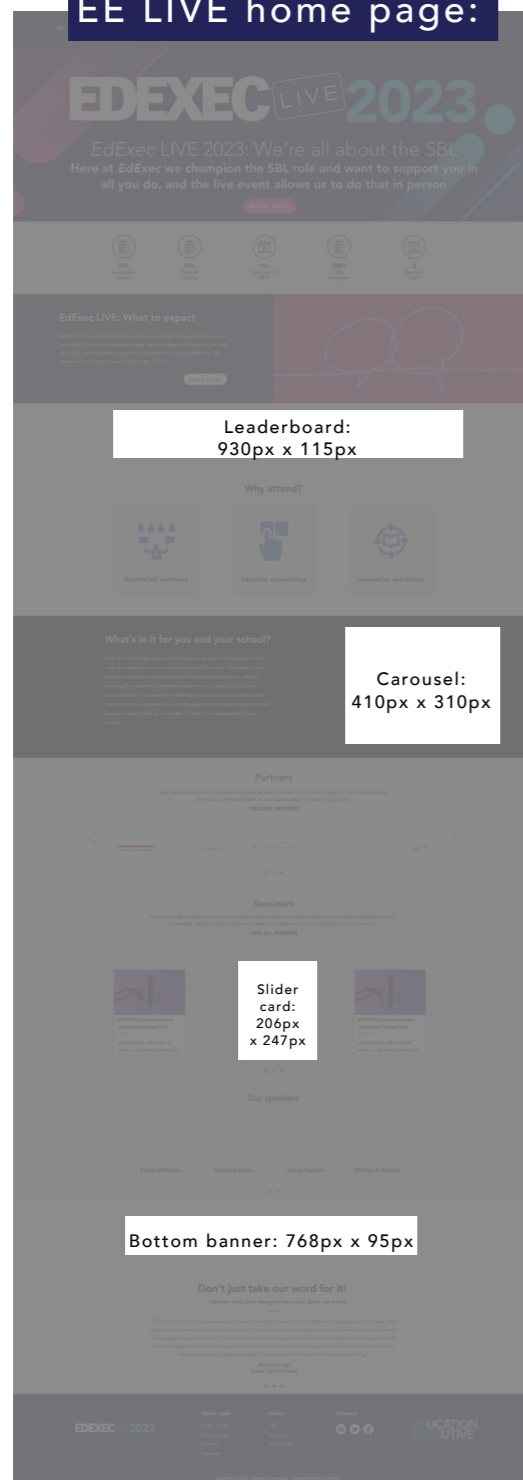
This year's keynote is a Q&A panel discussion led by Laura Williams

Q&A KEYNOTE
The Q&A keynote is a highlight of the event, providing attendees with the opportunity to hear from those who know the SBL role best, speaking on the challenges facing education today. This year's keynote is a Q&A panel discussion led by Laura Williams. With over 15 years of leadership experience in the education sector, Laura is a school leadership coach and trainer working with SBLs, headteachers and CEOs. She also hosts the School Business Leadership podcast and runs the SBL Coaching Community. A former COO, CFO and business manager with CPD and specialist CIPFA qualifications, she is a school business leadership expert and champion of SBLs everywhere. Laura is joined by a carefully-curated panel who have been selected to provide a diverse range of insights and views.

Digital specifications



EE LIVE home page:



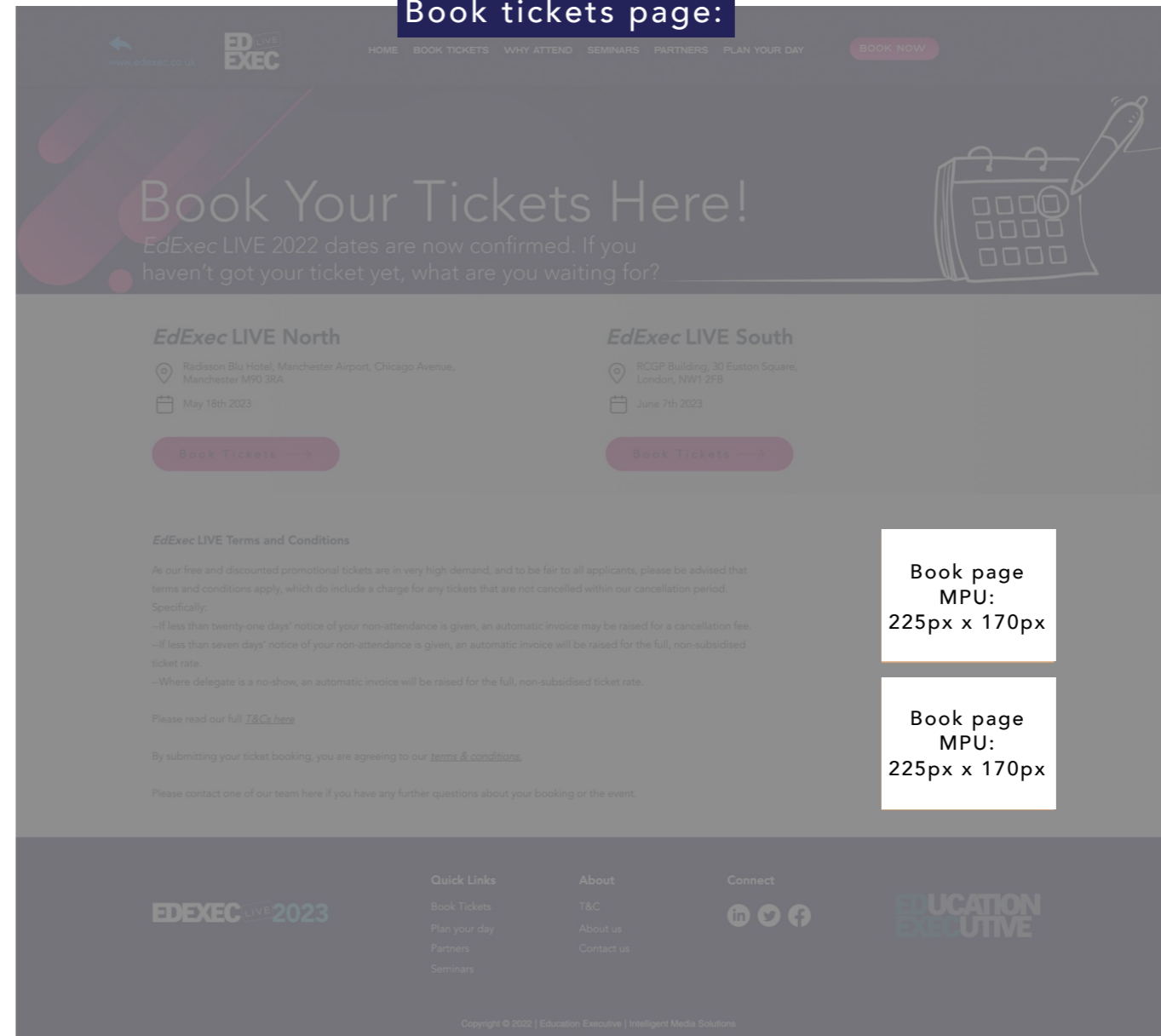
Leaderboard:
930px x 115px

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

EDUCATION EXECUTIVE

www.edexec.co.uk

email: info@intelligentmedia.co.uk

Tel: 0203 794 8555

An Intelligent Media Publication