

SCIS Directory of Independent Schools in Scotland 2012-2013 Advertisement Rates, Technical Specifications and Booking Form

Size	<p>Full page full colour adverts (bleed) 216mm deep x 154mm wide</p> <p>Half page full colour adverts (not bleed) 92mm deep x 132mm wide</p>
Deadline for copy	<p>9:30 am on Monday 3 September 2012 Complete artwork should be sent in high resolution PDF to sarah@scis.org.uk</p>
Print run	<p>5,000 copies a PDF version will also be uploaded to www.scis.org.uk/publications</p>

Spaces available **All adverts, in full colour, face editorial for maximum visibility**

	Full page	Half page
Cover positions		
• Inside front cover	<input type="checkbox"/> £1500	n/a
• Inside back cover	<input type="checkbox"/> £1500	n/a
• Outside back cover	<input type="checkbox"/> £1500	n/a
Editorial section		
• Facing editorial at front of directory	<input type="checkbox"/> £1200	£600
School profiles section		
• All geographic regions	<input type="checkbox"/> £1200	£600

Added benefits Companies booking a full page, full colour advert also benefit from:

- 1) a display stand at the SCIS AGM in April 2013, which attracts around 150 Heads, Bursars and Governors from independent schools
- 2) a logo and website link on the SCIS website at www.scis.org.uk

Company name

Address

Telephone number

Name of contact person

Email address (please print)

Signed

Date

Directory of Independent Schools in Scotland 2012-2013

Scottish Council of Independent Schools (SCIS) is the foremost authority on independent schools in Scotland, representing and promoting independent schools. Around 32,000 children and young people of mixed abilities from diverse background attend independent schools in Scotland – mainstream, special and specialist.

Readership of the SCIS Directory

- 5,000 copies of the SCIS directory are distributed each year.
- Produced primarily for parents, the directory is also widely used as a reference tool by member schools.
- It is also sent to Boarding and guardianship organisations; Careers offices; Educational/inspectorate bodies; Education correspondents of Scottish/British media; Educational Psychologists, Social Workers and Fostering/Adoption Services; House builders; Independent Financial Advisors; Independent schools - members and non-members of SCIS; Local Enterprise companies; Nursery schools; MSPs from across the political spectrum; Reference departments of Libraries across Scotland; and Property Centres.

High visibility advertisements

- School profiles are organised in geographical sections, enabling advertisements to be placed throughout the directory, in specific sections, giving advertisements greater visibility.
- All adverts are full colour, positioned opposite editorial for maximum visibility.

Deadline for supplying adverts

Adverts should be emailed **no later than 9:30 am on Monday 3 September 2012** to sarah@scis.org.uk

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<http://www.scis.org.uk/about-scis/Sponsorship>

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