



Australian Council for
Educational Leaders

Sponsorship and Advertising Artwork Guidelines



Logo

Your logo will be used across a wide range of ACEL's platform. Webpages, EDMs, logo strings, event mobile apps and certain print collateral may include your logo if applicable.

Please submit a vector or lossless version of your logo with a transparent background. If possible also include a reversed variation of your logo that can be used if placed on dark backgrounds.

Logo submission requirements:

File Type:

.eps or .png (transparent)

File Name:

[YourCompany] - Logo

[YourCompany] - Logo [Reversed]





Leaderboard Banner Advertisement

The ACEL Sliders are landscape banners that appear in a rolling gallery at the top of specific ACEL webpages. These banners can be clicked through to a URL of your choosing that will open in a new window for the user.

Advertisement material requirements:

File Type:

.jpg or .png set for RGB

Dimensions:

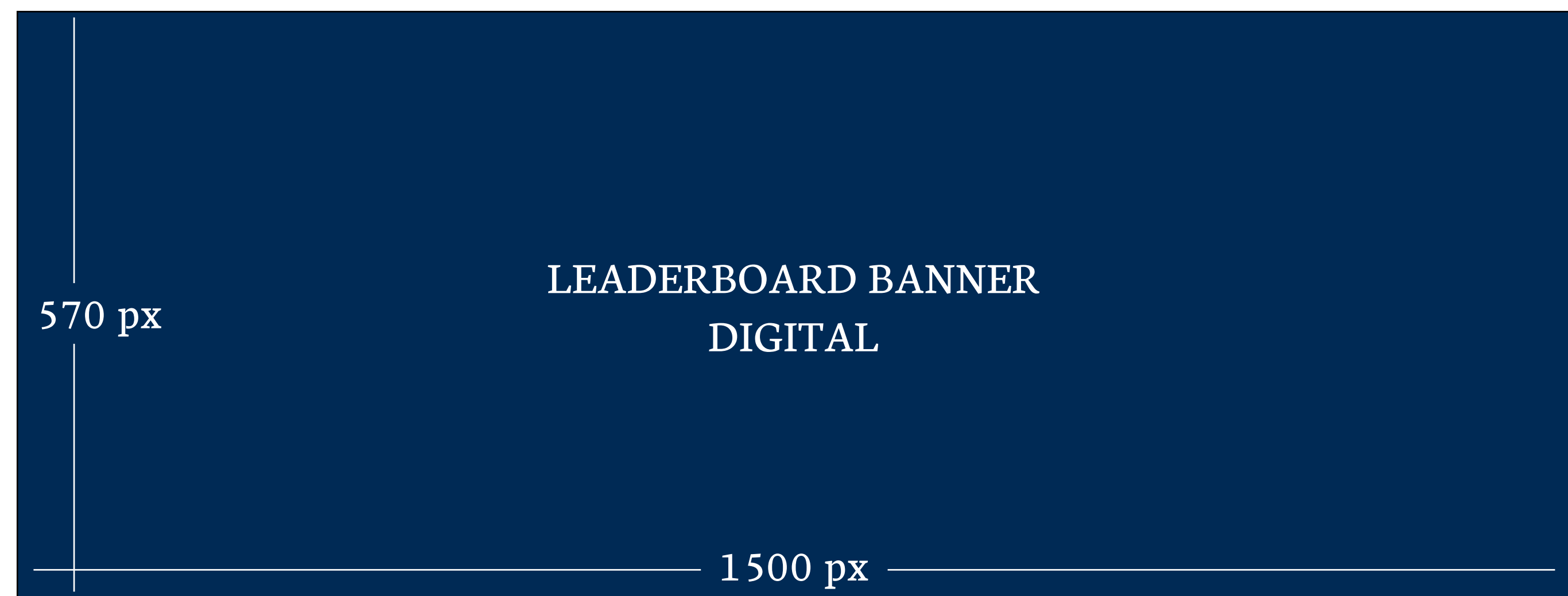
Min 1 500 x 570 pixels (Larger dpi accepted)

Other:

Please provide a click-through URL

File Name:

[YourCompany] - Leaderboard



Digital Tile Square Advertisement

Digital Tile Square is a small advertisement block that will appear in the right or left pane of certain ACCEL webpages, EDMs and on the event app (if applicable).

This advert will click-through to a webpage of your choice in a new window.

The banner will become full width of the webpage if the website is viewed on a mobile device or in a window less than 800 pixels.

Advertisement material requirements:

File Type:

.jpg or .png set for RGB

Dimensions:

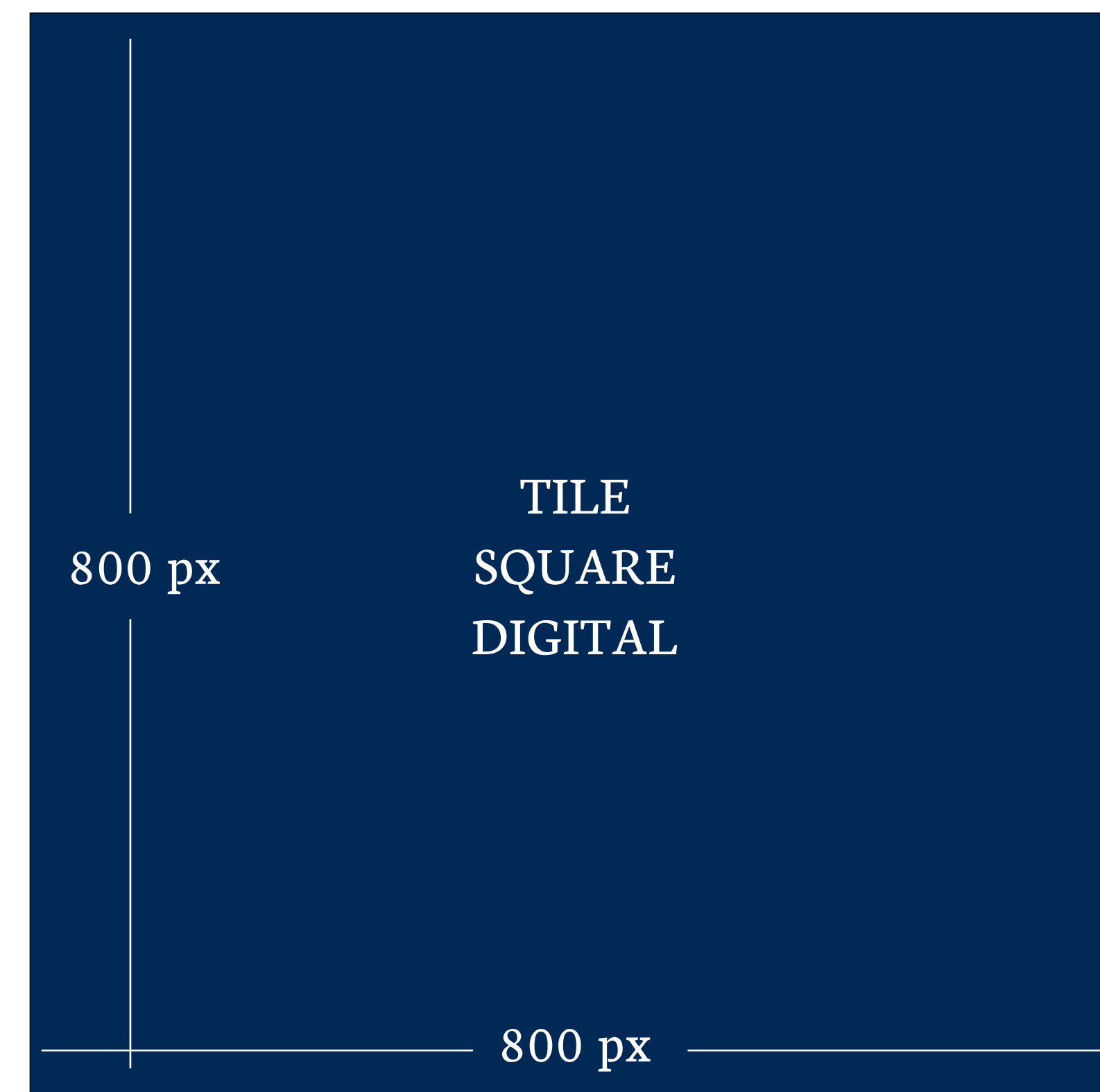
Min 800 x 800 pixels (Larger dpi accepted)

Other:

Please provide a click-through URL

File Name:

[YourCompany] - Square





ACEL Newsletter Banner Advertisement

The ACEL Newsletter Banner will be placed on certain ACEL mailings. Your banner will be displayed full-width at the bottom of the selected EDM with a click-through link of your choice.

The banner will scale down for mobile devices so please ensure that text is not too small to read.

Advertisement material requirements:

File Type:

.jpg or .png set for RGB

Dimensions:

800 x 200 pixels

Other:

Please provide a click-through URL

File Name:

[YourCompany] - Newsletter



Full page advertisements are print PDFs that will be included in certain ACCEL promotion or publication materials. This is set for portrait orientation only. For double page spreads please submit a single document exported to pages.

PDF templates can be found at

[accel.org.au/artwork](https://www.acel.org.au/artwork)

Advertisement material requirements:

File Type:

.pdf set for CMYK

Export:

300 dpi

fonts converted to outlines

Crop marks offset by 5mm

Dimensions:

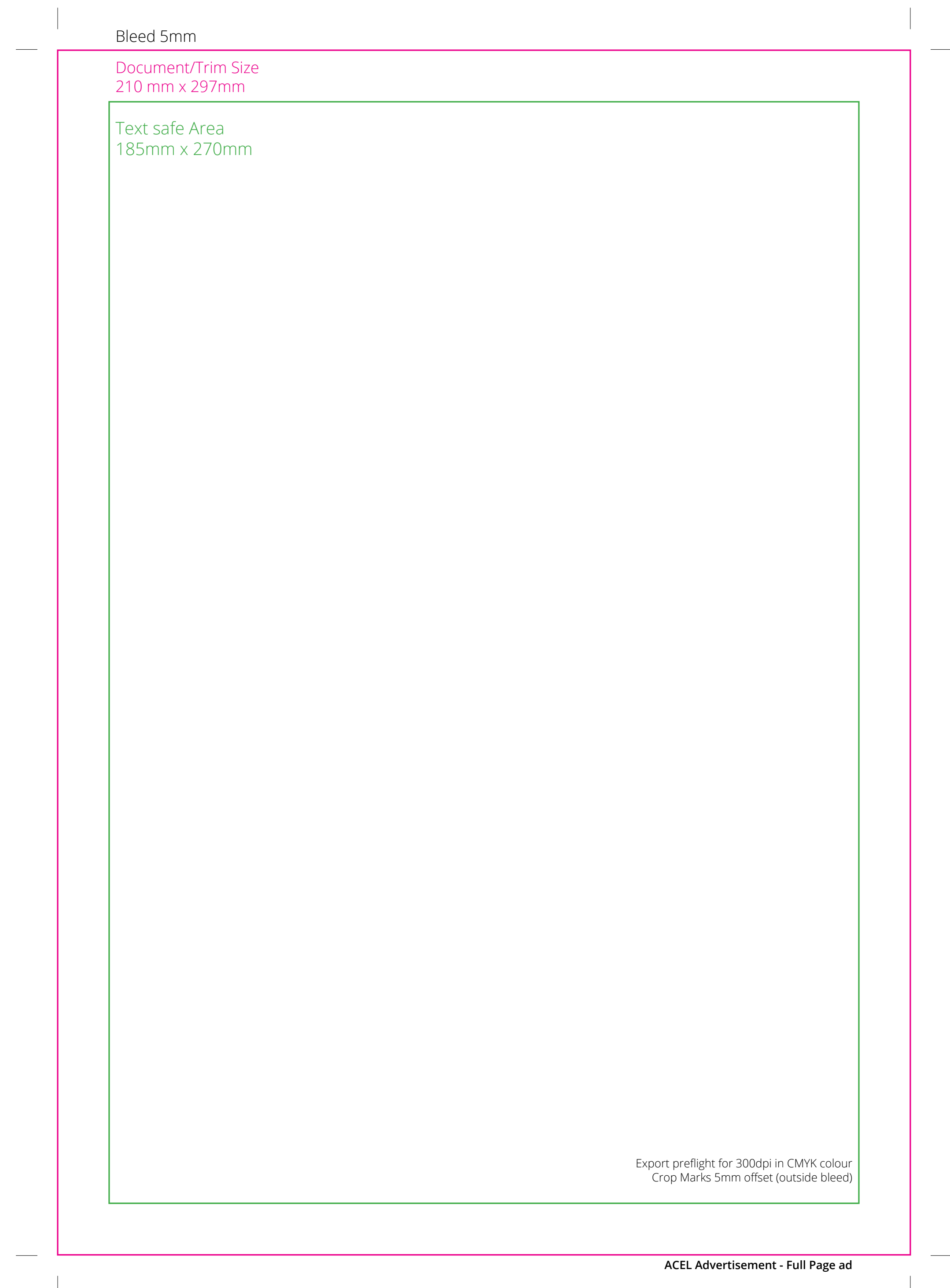
Trim 210 x 297 mm

Text safe area 185 x 270 mm

Bleed 5 mm

File Name:

[YourCompany] - A4 [PRINT]



Half page advertisements are print PDFs that will be included in certain ACCEL promotion or publication materials. This will most likely share the page with other advertisements or copy. This is set for landscape orientation only.

PDF templates can be found at

[accel.org.au/artwork](https://www.acel.org.au/artwork)

Advertisement material requirements:

File Type:

.pdf set for CMYK

Export:

300 dpi

fonts converted to outlines

Crop marks offset by 5mm

Dimensions:

Trim 210 x 148 mm

Text safe area 185 x 122 mm

Bleed 5 mm

File Name:

[YourCompany] - A5 [PRINT]



DL advertisements are print PDFs that will be included in certain ACCEL promotion or publication materials as inserts. This is set for portrait orientation only and can be double sided (no folds).

PDF templates can be found at

[accel.org.au/artwork](https://www.acel.org.au/artwork)

Advertisement material requirements:

File Type:

.pdf set for CMYK

Export:

300 dpi

fonts converted to outlines

Crop marks offset by 5mm

Dimensions:

Trim 210 x 99 mm

Text safe area 185 x 74 mm

Bleed 5 mm

Other:

Portrait orientation only, No folds

File Name:

[YourCompany] - DL [PRINT]

