

# EducationWeek®

## Online Advertising Spec Sheet

Send all materials to the Advertising Production Department at [ad-production@educationweek.org](mailto:ad-production@educationweek.org)  
Please include advertiser name and product(s) in subject line.

## Inline Sponsor Content

### Required Materials

- Headline and Description
  - 100 Characters or fewer, Including Spaces
- Thumbnail (Optional)
  - Transparent GIF or PNG
  - 200x100 px
  - 100kb Max File Size
- CTA button text
  - 4 words or fewer
- URL
  - One URL will be tracked for clicks if multiple were provided

### Additional Info

- Materials may be returned to the sponsor for edits if post includes content that violates Education Week Policy.
- Must not contain explicit or Implicit Suggestion that EPE in any way endorses the sponsor's product and services.
- Must not contain any explicit or implicit suggestion that a relationship exists between the purchase of the sponsorship and editorial coverage.

Please consult your contract for material due dates. **Due dates are firm.** Missed deadlines may require rescheduling of your order. Inquiries about your order should be directed to your sales representative. All materials subject to review. Any questions about advertisement specifications should be directed to the Advertising Production department at [ad-production@educationweek.org](mailto:ad-production@educationweek.org)