

EducationWeek®

Online Advertising Spec Sheet

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

Enhanced Social Targeting - Meta

Required Materials:

- Headline
 - 24 characters, including spaces
- URL
 - Must go to a landing page related to the content promoted in the ad.
 - Must not contain content prohibited by [Facebook's policies](#).
- Link Title
 - 90 characters max, including spaces.
- Link Description
- Call to Action
 - Choose one of:
 - Learn More
 - Sign Up
 - Download
- Featured Image
 - 1080x1080 pixels
 - GIF, JPG, PNG
 - Text cannot take up more than 20% of image.
- Facebook Page
 - This page must have Education Week added to Approved Pages list so that it can be linked as an ad partner. (See Page 2 for instructions)

Additional Info

- Materials may be returned to the sponsor for edits if post includes content that violates Education Week policy.
- Must not contain any explicit or implicit suggestion that EPE in any way endorses the advertiser or the advertiser's product and services.
- Ad Copy Tips:
 - Ensure your post copy goes with the visual
 - Lead with your value proposition
 - Keep post copy concise
 - Tease takeaways rather than stating them outright
 - Focus on one call to action per post
 - Avoid jargon, and use simple language
- Visuals Tips:
 - Leverage human-focused photos when possible
 - Keep image text to a minimum
 - Have a clear color palette

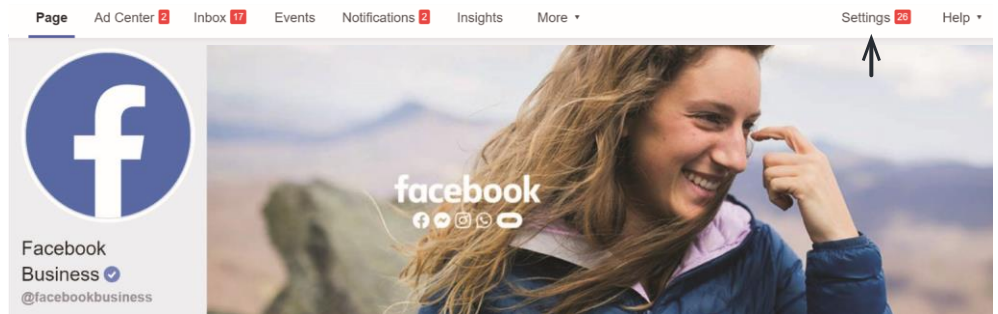
At least two pieces of content for each month of the campaign is recommended.

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

Facebook Branded Content: How to Turn On Facebook Approvals

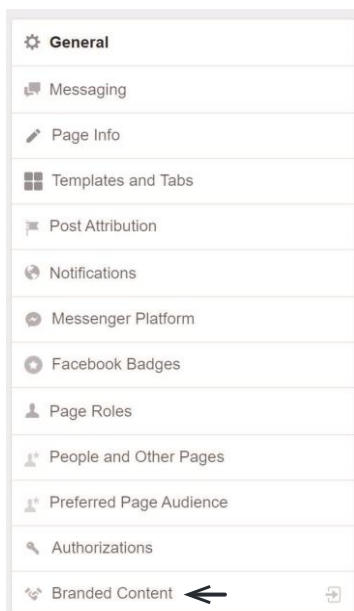
1

Navigate to your Facebook page and click on Settings found on the top right of the screen.



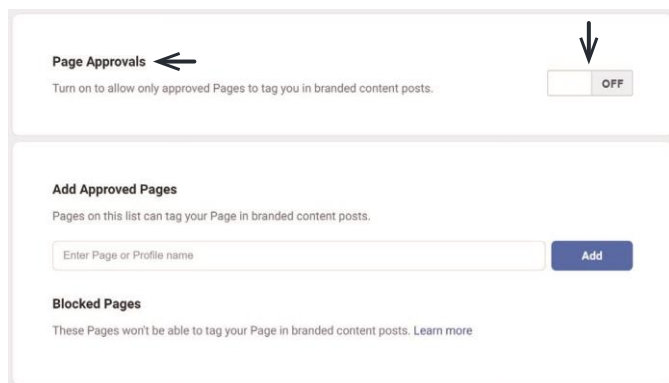
2

Click Branded Content in the left-hand menu.



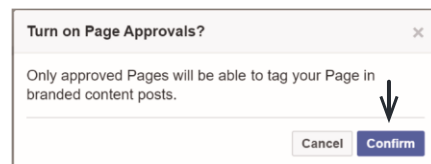
3

Under Page Approvals, you will see an ON/OFF toggle. Toggle to ON.



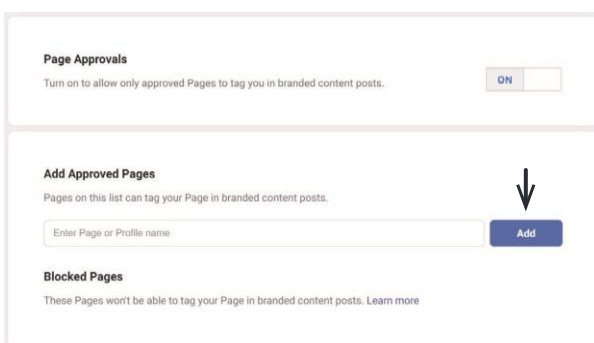
4

Click Confirm.



5

Scroll to Add Approved Pages. Type in pages that are allowed to tag your Page in branded content posts. Then click Add.



6

You will be notified when approved pages are ready to publish a post tagging your page. Click APPROVE PAGE to publish post.

