

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.

Whitepaper

Required Materials:

- Company Logo
 - 300x120
 - GIF, PNG, or JPG
 - 100k file size max
- Content piece
 - PDF, PPT, or other commonly accessible format
 - Recommended max file size for PDF & PPT is 300k
- Title
 - 48 Character Max; including spaces
- Brief Summary of advertorial's content
 - 3-4 Sentences
 - Please send in TXT format
- Desired frequency for receiving lead reports
 - Daily, Weekly, etc.
- Contact email where lead reports should be directed
- Optional - up to 2 custom questions for registration form
 - Question/Answer options
 - Multiple choice, drop-down select, and open-ended

Additional Info

- Questions and lead qualification factors must be submitted along with all other ad materials in order to be included on the registration form

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