Newsletter: Leaderboard Ad

Required Materials

- 600x150 Banner Ad
  - GIF, PNG, or JPG
  - 120k file size max
- Landing Page URL
  - Link shorteners such as Bit.ly not accepted
  - URL landing page must be live before the date of send.

Additional Info

- Choose **one** option for your ad format. Please specify which option you have chosen when supplying materials.
- Animated GIFs may not display properly in some platforms like earlier versions of Outlook; only the first frame will be displayed. While static images are recommended, you may submit an animated GIF if all relevant information is included in the first frame.
- Impression tracking pixels will not be accepted or used.
- Materials may be returned to the sponsor for edits if content 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.
- Banner ad animation, if used, first frame should include complete delivering message with 1ms duration. Animation may not exceed 30 seconds, maximum 3 loops, 18fps.