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.

Top Stories Sponsorship:

Required Materials – Leaderboard

- 600x150 Banner Ad or 728x90 Banner Ad
    - GIF, PNG, or JPG
    - 120k file size max
- Landing Page URL
    - Link shorteners such as Bit.ly not accepted

Required Materials – Inline

- 125x125 Image
    - GIF, PNG, or JPG
    - 45k file size max
- Ad Text
    - Headline (40 characters max, including spaces)
    - Body Text (275 characters max, including spaces)
    - Hyperlinked "Call to Action" (25 characters max, including spaces)
- Landing Page URL
    - Link shorteners such as Bit.ly not accepted

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

Additional Info

- Choose **one** option for your ad format. Please specify which option you have chosen when supplying materials for the **Leaderboard** Option.
- 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.
- Ad text cannot contain line breaks or bulleted lists