

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.

Spotlight Sponsorship

Topic must be confirmed 4 weeks prior to start and include two - three sentences describing their topic of choice.

Required Materials:

- Company Logo
 - 300x120
 - JPG, GIF, PNG
 - Desired frequency for receiving lead reports
 - Daily, Weekly, Etc.
 - Contact email where lead reports should be directed
 - 1 Page display ad for insertion after the first article in the Spotlight
 - 3 Page advertorial or display ad for insertion near the end of the Spotlight PDF Ad Specifications:
 - Publication size: 8.5" x 11"
 - Live area: 8.25" x 10.75"
 - Color profile: RGB
 - Bleed: None.
 - Resolution: Minimum of 300dpi
- OR
- 4 Individual Page display ad evenly dispersed throughout the Spotlight
 - 2 and 2 Page display ad

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

- Please be sure to clearly indicate the position and order for your PDFs.
- EdWeek is not required to send proofs or make changes to the article list or PDF prior to launch, but clients may make requests for review.