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.

Retargeted Banner Ads

Required Materials:

- Banner images
  - 728x90, 970x250, 300x600, 300x250, 320x50, 160x600
  - GIF, JPG, PNG, HTML5, or third-party tags
  - 250k maximum initial load
  - 500k max subload
  - Any audio or video must be user initiated
  - Animated ads are restricted to a maximum of 30 seconds (at a 15-20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart animation.
  - Any ads featuring a white or black background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content.
- Landing page URL
  - Web banners are not permitted to use redirecting URLs. Track campaign analytics with UTM tracking codes instead.
  - Banners cannot link directly into a payment processor. Visitors must be able to review terms of the offer prior to entering purchasing/sign-up flows.

Additional Info

- Your landing page should have a privacy policy which notifies users:
  1. That by visiting your site, third parties may place cookies on users’ browsers for targeted advertising purposes.
  2. A description of the types of data (for example, IP addresses, website activity) that are collected for targeted advertising.
  3. That this data may be used by third parties to target advertising on other sites based on your users’ online activity.
  4. Instructions on how users can opt out of receiving targeted advertising.

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

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