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.

Quiz Sponsorship

Quiz topic must be determined 6 weeks prior to launch.

Materials required:

- Company name and logo for display on quiz page
  - 300x120 company logo (GIF, PNG, or JPG; 100k size max)
  - Company home page URL
- Contact email where weekly reports should be directed
- Banners for display on quiz page
  - leaderboard 970x250 or 728x90
  - Side Rail 300x250, 300x600
  - GIF, JPG, PNG, HTML5, or third-party tags
  - 150k max initial load
  - Clickthrough URL(s)
- Inline text ad/Button Text + URL for the results page
  - Max of 50 characters, including spaces
  - Example: “Learn more about”
- Custom questions for registration form (optional)
  - Question format (yes/no, short answer, etc.)
  - Questions will be subject to review before publishing

Additional Info

- Different URLs may be used for each creative size, if so desired.

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

Updated February 16, 2022
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Advertorial Quiz

Quiz topic must be determined 4 weeks prior to launch and must include:

- Short synopsis (1-2 sentences max)
- Title (60 characters max, including spaces)

Quiz content due 3 weeks prior to launch and must include:

- All quiz questions and answers
  - We strongly recommend 6-10 questions
  - All Questions must have link to source
- Company name and logo for display on quiz page
  - 300x120 logo (GIF, PNG, or JPG; 100k size max)
  - Company home page URL
- Contact email where weekly reports should be directed
- Inline text ad/Button Text + URL for the results page
  - Max of 50 characters, including spaces
  - Example: “Learn more about”

Banner ads due 2 weeks prior to launch and must include:

- Banners for display on quiz page
  - For Leaderboard we can use 970x250 or 728x90
  - Side Rail sizes 300x250, 300x600
  - GIF, JPG, PNG, or third-party tags
  - 150kb max initial load
  - Clickthrough URL(s)

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

- All content will be subject to review before publishing. Education Week staff will check content for unsupported claims, question difficulty, spelling, and grammar. Recommendations for any changes will be sent back to the advertiser for consent.

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