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.

Advertorial Webinar

Materials required 6 weeks prior to webinar:

- Company logo
  - Vector graphic version (EPS format)
  - 400x400 JPG, PNG, or GIF version
  - Destination URL
- Copy for the webinar:
  - Title (90 characters or fewer, including spaces)
  - Long and short abstracts of webinar content
    - Long version: 135 Words
    - Short version: 35 Words
    - Promo text: 140 characters (including spaces)
    - Subject lines for promotional eblast
      - If subject lines are not provided, Education Week will write them based on provided abstracts.
- Correct pronunciation of client's name
- Guest and moderator information (email address, titles, social media handles, and phone number)

Materials required 2 weeks prior to webinar:

- Power Point webinar presentation
  - Be sure your presentation has a 4:3 aspect ratio (The default is 10"x7.5")
  - Use larger type than you normally would.
  - Use more simple design elements and solid color blocks than you normally would.
- The PowerPoint slide deck must have no more than one Master Slide in order for it to be automatically converted. To check this for any PowerPoint, please go to the View menu, Master, Slide Master and to View menu, Master, Title Master, and delete any master slides beyond the first one.

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

- Promotional schedule, methods, and content will be developed and executed by Education Week.
- Supported Presentation Animations and Builds:
  - All Slide Layouts
  - Bullet Points and Numbers
  - All Standard Charts and Graphs
  - All Standard Shapes
  - User Drawn Shapes
  - Converts Uploaded Images
  - Smart Art
  - Hyper linking
  - Converts Artistic Effects
  - 3D Images and Animation
  - All Exit and Entrance Effects
  - All Standard Motion Paths
  - Custom Motion Paths
- Unsupported Presentation Animations and Builds:
  - Multi Thread
  - Chart animations
  - "Repeat until end of slide" Animations
  - "By letters" animation of WordArt objects
  - Embedded Video Clips
  - Slide Transitions
  - Audio File Types – such as WMA and MP3
  - Password Protected Files
  - VBA scripts
  - Slide Note Styles
  - Custom Watermark
  - Updated date and time
  - Portrait Orientations
  - Embedded audio (except Wav Format)
  - Highlight click

Updated December 17, 2020