



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

Editorial Quiz Sponsorship

Quiz topic must be determined 6 weeks prior to launch and include two - three sentences describing the topic of choice. Quiz materials are due 4 weeks prior to launch.

Materials required:

- Company name and log for display on quiz page.
 - 300x120 company logo (GIF, PNG, or JPG; 100k size max)
- Contact email where weekly reports should be directed
- Banners for display on quiz page
 - Leaderboard 970x415, or 970x250, or 728x90
 - Side Rail (mobile) 300x600, 300x250
 - GIF, JPG, PNG, HTML5, or third-party tags
 - 250k maximum initial load
 - 500k max subload
 - Any audio or video must be user initiated
 - 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

- Higher density graphics are accepted at 1.5x or 2.x when 1x (100%) banners are provided.
- Maximum 5 creative sets.
- Materials may be returned to the sponsor for edits if content violates Education Week policy.
- Must not contain any explicit or implicit suggestion that EPE in any way endorses the advertiser or the advertiser's product and services.
- Banner ad animation, if used, may not exceed 30 seconds, maximum 3 loops, 18fps. Optional action button to restart animation by viewers manually is permitted.
- EdWeek is not required to send proofs or alter questions, although clients may make requests for review.