

## Online Advertising Spec Sheet

Send all materials to the Advertising Production Department at [ad-production@educationweek.org](mailto:ad-production@educationweek.org)  
Please include advertiser name and product(s) in subject

## 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)
- Contact email where weekly reports should be directed
- Banners for display on quiz page
  - Leaderboard 970x415, or 970x250, or 728x90
  - Side Rail (mobile) 300x600 or 300x250. 300x250 is required for mobile display.
  - 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
- Quiz question format
  - Multiple choice (with one identified answer)
  - True or False
- Quiz question explanation
  - Every Quiz Question requires an explanation with a reputable source that provides the explicit information needed for the audience to learn from.
  - For each quiz question, there must be a single explanation that includes both the correct answer and information from a reputable source to support it. Explanations are generally 1-2 paragraphs per question.

### Additional Info

- Sources should be recent with up-to-date information (i.e. 2-3 years old MAX).
- **Only utilize sources that are from a credible authority on the topic, self-published content not accepted.**
- Education Week reserves the right to require a change in source.
- 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.
- 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.