Video Series Sponsorship

Required Materials:

- Banner Ads
  - 300x250, 300x600, 970x250, 600x250
  - GIF, JPG, PNG, or third-party tags.
  - 150k maximum initial load
  - Landing Page URL
    - Different URLs may be used for each creative if so desired.
- Edweek Update Newsletter Ads
  - 600x150 or 728x90 (Leaderboard).
  - 300x250 or 125x125 (Inline)
    - Newsletter Ad Inline (125x125)
    - Ad Text
      - Headline (40 characters max, including spaces)
      - Body Text (275 characters max, including spaces)
      - Hyperlinked “Call to Action” (25 characters max, including spaces)
  - 45k max file size
  - Landing page URL(s).
    - Link shorteners such as Bit.ly will not be accepted.
- Company Logo
  - 400x400
  - JPG, GIF, PNG
  - 100k max size

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

- For the Edweek Newsletter Ad Inline you can either use the 300x250 or the 125x125 image. (But please take note if the 125x125 image will be used, we would need the following ad text below.
- Ad Text
  - Headline (40 characters max, including spaces)
  - Body Text (275 characters max, including spaces)
  - Hyperlinked “Call to Action” (25 characters max, including spaces)
- Landing Page URL
  - Link shorteners such as Bit.ly not accepted