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.

Sponsor Content Post

Required Materials:

- Company Logo
  - 300x120
  - JPG, GIF, PNG
- Title
  - Recommend 60 characters max, including spaces
  - Must be in Title Case
- Body
  - No minimum or maximum length
  - May include pictures and/or YouTube videos
- Up to 5 “Recommended Resource” Links
  - Title and URL
- Banner Ads (Optional In-page display)
  - Leaderboard 970x415, or 970x250 pr 728x90
  - Side Rail (mobile) 300x600, 300x250
  - GIF, JPG, PNG, HTML5, or third-party tags
  - 250k max initial load
  - 500k max subload
  - Any audio or video must be user initiated
  - Clickthrough URL(s)

All content subject to review by Education Week

Additional Info

- 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.
- Higher density graphics are accepted at 1.5x or 2.x when 1x (100%) banners are provided.
- Maximum 5 creative sets.

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. Any questions about advertisement specifications should be directed to the Advertising Production department at ad-production@educationweek.org

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