

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.

Advertiser Eblast

Required Materials:

- Subject line
 - (50-character max; including spaces)
- Read to send HTML
 - Submitting files that are not ready to send or are otherwise not to specification may result in your placement being rescheduled.
 - Please do not use URLs created with link shorteners such as Bit.ly.
 - All embedded images should be in GIF, PNG, or JPG format.
 - All embedded images must be hosted by client.
 - Please note that designing HTML-for-email is VERY different than designing HTML for the web. HTML files that are not properly coded for email will not be accepted. We do not offer design or programming services, and we strongly recommend consulting a designer with specific knowledge of and experience in coding HTML-for-email.

Additional Info

- Please specify a list of email addresses that should receive a test of the eblast before deployment. This test must be approved within 24-hours of receipt.
- Any suppression lists or seed lists must be sent along with all other ad materials in .csv format.

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