

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.

Advertorial Webinar

All Education Week webinars are produced using the Zoom Plus platform. All media is presented via screen share by the speakers and moderator.

Materials required 6 weeks prior to webinar:

- Company logo
 - Vector graphic version (EPS format)
 - Hi-Res PNG version
 - Transparent background
 - Confirmed company website
- Copy for the webinar:
 - Title (75 characters or fewer, including spaces)
 - Description of webinar content
 - Full version: (135 Words)
 - Promo Text: (140 characters or fewer, including spaces)
 - Subject lines for promotional eblast
 - If subject lines are not provided, Education Week will write them based on provided descriptions.
- Moderator and guest speaker information (name, title, affiliation, photo, bio, and email address. Pronouns welcomed)
- Correct pronunciation of speaker and moderator names
- Main point of contact to be included in all webinar communication (name, email address)

Materials required 2 weeks prior to webinar:

- Copy of the slide deck must be supplied before the event.
- Resources Available in Zoom During the Event and in the Post-event Lobby
 - URL Links (link shorteners are not accepted)
 - Downloadable PDF copy of presentation slides deck
 - Additional PDFs of sources or articles

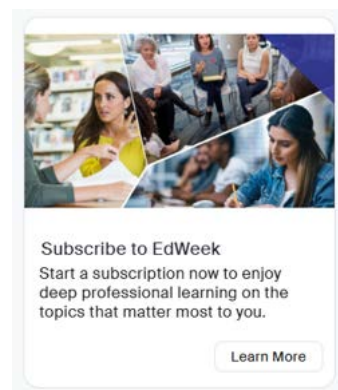
Please consult your contract for material due dates. **Due dates are firm.** Missed deadlines may require rescheduling of your order. Inquiries about your order should be directed to your sales representative. All materials subject to review. Any questions about advertisement specifications should be directed to the Advertising Production department at ad-production@educationweek.org

Additional Info

- Promotional schedule, methods, and content will be developed and executed by Education Week.

Details on Resources Available in Zoom

- Desired URL
- Headline describing the link - max 25 characters including spaces
- Call-to-Action label - max 15 characters including spaces
- URL description - max 102 characters including spaces
- Creative image to accompany link - recommended not to include text in image - max dimensions 800x400 pixels -15MB max file size
- Example of URL resource:



- Downloadable documents file options
 - JPG/JPEG
 - 24-bit PNG
 - PDF
 - PPT
 - Maximum upload single file size: 15 MB