Super Billboard Banner Ad

Required Materials:

- Banner images
  - 970x415
  - GIF, JPG, PNG, HTML5, 3rd party tags
  - 400k maximum initial load
  - 500k max subload
  - Any audio must be user initiated.

- Landing page URL
  - Different URLs may be used for each creative, if so desired

Additional Info

- Unless otherwise noted, please follow guidelines defined for fixed ad sizes in the IAB Standard Ad Unit portfolio.
- 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. All materials subject to review. Any questions about advertisement specifications should be directed to the Advertising Production department at ad-production@educationweek.org