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.

Billboard Banner Ad

Required Materials:

- Banner images
  - 970x250
  - GIF, JPG, PNG, HTML5, 3rd party tags
  - 250k maximum initial load
  - 500k max subload
  - Any audio or video must be user initiated.
- Landing page URL

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

- Unless otherwise noted, please follow guidelines defined for fixed ad sizes in the IAB Standard Ad Unit portfolio.
- 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.