

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.

High Impact Banners

Required Materials:

- Banner images
 - 600x250, 300x600, 300x250
 - GIF, JPG, PNG, HTML5, 3rd party tags
 - 150k maximum initial load
- Landing page URL
 - A different URL may be used for each creative.

Additional Info

- Banner ad animation, if used, may not exceed 30 sec, 18fps, and may not loop more than 3 times.

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