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.

Sponsor Content Post

Required Materials:

- Company Logo
  - 300x120
  - JPG, GIF, PNG
  - Company home page URL
- Title
  - Recommend 60 characters max, including spaces
- Body
  - No minimum or maximum length
  - May include pictures or YouTube videos
- Up to 5 “Recommended Resource” Links
  - Title and URL
- Banner Ads
  - Leaderboard 728x90 or 970x250
  - Side Rail 300x250, 300x600
  - GIF, JPG, PNG, or third-party tags
  - 150k max initial load
  - Banner ad animation, if used, may not exceed 30 sec, 18fps, and may not loop more than 3 times.
  - Landing Page URL
    - Different URLs may be used for each creative if desired

Additional Info

- Materials may be returned to the sponsor for edits if post includes content that violates Education Week policy.
- Must not contain any explicit or implicit suggestion that EPE in any way endorses the sponsor or the sponsor’s product and services.
- Must not contain any explicit or implicit suggestion that a relationship exists between the purchase of the sponsorship and editorial coverage

All content subject to review by Education Week

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

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