

# EducationWeek®

## Online Advertising Spec Sheet

Send all materials to the Advertising Production Department at [ad-production@educationweek.org](mailto:ad-production@educationweek.org)  
Please include advertiser name and product(s) in subject line.

## LinkedIn Enhanced Social Targeting

### Required Materials:

- **Headline**
  - Up to 70 characters, including spaces
- **Introductory Text**
  - Up to 150 characters, including spaces
- **URL**
  - Must go to a landing page related to the content promoted in the ad.
  - Must not contain content prohibited by [LinkedIn's policies](#).
- **Link Title**
  - Up to 90 characters, including spaces
- **Link Description**
- **Available Calls to Action**
  - Choose one of:
    - Apply
    - Download
    - View Quote
    - Learn More
    - Sign Up
    - Subscribe
    - Register
    - Join
    - Request Demo
    - Buy Now
    - Shop Now
- **Image Sizes and Details (recommended to provide both)**
  - 1200x627 (landscape)
  - 1080x1080 (square)
  - GIF, JPG, PNG
  - Text should not take up more than 20% of image.
- **Active LinkedIn Page**

### 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 advertiser or the advertiser's product and services.
- **Ad Copy Tips:**
  - Ensure your post copy goes with the visual
  - Lead with your value proposition
  - Keep post copy concise
  - Tease takeaways rather than stating them outright
  - Focus on one call to action per post
  - Avoid jargon, and use simple language
- **Visuals Tips:**
  - Leverage human-focused photos when possible
  - Keep image text to a minimum
  - Have a clear color palette

At least two pieces of content for each month of the campaign is recommended.

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](mailto:ad-production@educationweek.org)

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