

# 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.

## Live Discussions Spec Sheet

### Materials required 6 weeks prior to webinar:

- Company logo
  - Vector graphic version (EPS format)
  - 400x400 JPG, PNG, or GIF version
  - Destination URL
- Correct pronunciation of company name

### Materials required 2 weeks prior to webinar:

- Two MP4 Files- pre-recordings of the sponsor messages
  - The First MP4 file should be the 30-second message
  - The Second MP4 file should be the 3-minute message
  - These MP4 files **must** adhere to the requirements outlined below
- Video Requirements
  - Format must be MP4 (H.264 / AVC)
  - File size must be smaller than 2GB
  - We recommend 1280 x 720 pixels (or smaller) to minimize file size and bandwidth issues
  - Bitrate must not exceed 1 Mbps / 1000 kbps (Generally speaking, the higher the bit rate, the higher the bandwidth requirements for the audience)
  - Frame Rate: 30 fps or less

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)

### Additional Info

- Promotional schedule, methods, and content will be developed and executed by Education Week.