

# 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.

## Twitter Sponsorship

### Required Materials:

- Banner Ads
  - 300x250, 728x90, 600x250, 970x250, 300x600
  - GIF, JPG, PNG, HTML5, or 3<sup>rd</sup> party tags
  - 150k Maximum initial load
  - URL(s)
- Video Ads
  - Aspect ratios recommended at 16:9 (landscape or portrait), 1:1 (square)
  - Video length max is 140 seconds
- Sponsor's preferred tweet language
  - Twitter name
  - Shortened URL for landing page or content asset
- Schedule of Tweets
  - Two per day excluding weekends & federal holidays, approximately 40 total
  - Tweets should be scheduled by day in the order they are to be delivered
  - Must be labeled as advertising through inclusion of #sponsorcontent within the tweet.
  - For best practice, tweets should be no longer than 200 characters including spaces, #sponsorcontent, and URL.
- Tweet images (optional)
  - 900x500
  - Static JPG or PNG
  - 300k Size Max
  - Only one image will be sent per tweet.
  - Images containing text should ensure text is limited and readable.
  - Images included in tweets must connect/related to the content of the tweet. Media included in tweets cannot be repeated more than once a day.
  - Tweeted images will be labeled as sponsor content.

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

### Additional Info

- Education Week reserves the right to edit tweets to correct length, spelling, syntax, and grammar.
- Tweets may be returned to the sponsor for edits if tweets include unsubstantiated claims or lack attribution.
- Must not contain any explicit or implicit suggestion that Education Week in any way endorses the sponsor or the sponsor's products and services.
- Must not contain any explicit or implicit suggestion that a relationship exists between the purchase of the sponsorship and editorial coverage.
- Each tweet will be sent once throughout the month, at a maximum of two per business day, excluding federal holidays. It is highly recommended that advertisers send at least twenty unique tweets to maximize response.
- In order to track clicks on individual tweets, each one should have a unique URL.
- Please ensure your CMS contains an open graph image or "og:image" so that your URLs create a Twitter card