

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.

Special Report Online Sponsorship

Required Materials:

- Company Logo
 - EPS version
 - PNG or JPG version
 - 400x400
 - 100k max file size
- Banner Ads
 - 300x250, 300x600, 728x90, 600x250, 970x250
 - GIF, JPG, PNG or third-party tags
 - 150k maximum initial load
 - Landing Page URL
 - Different URLs may be used for each creative if desired
- 300x250 Email Ad
 - JPG, PNG, or GIF
 - 100k max file size
 - Landing Page URL
 - Link shorteners such as Bit.ly not accepted
- Newsletter Inline Banner + Text
 - 125x125 Image
 - JPG, PNG, or GIF
 - 45k max file size
 - Headline (40 characters, including spaces)
 - Body Text (275 characters, including spaces)
 - Hyperlinked "Call to Action" (25 characters, including spaces)
 - Landing Page URL
 - Link shorteners such as Bit.ly not accepted

Additional Info

- Animated GIFs used in email may not display properly in some platforms like earlier versions of Outlook; only the first frame will be displayed. While static images are recommended, you may submit an animated GIF, but all relevant information should be included in the first frame.
- 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. All materials subject to review by Education Week. Any questions about advertisement specifications should be directed to the Advertising Production department at ad-production@educationweek.org