

Education Week Online Advertising Specs

- Updated 8/24/2017 -

All materials are due the Friday two weeks preceding the ad run. 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@epe.org

Send all materials to Joslyn Nedeau at ad-production@epe.org
Please include the advertiser's name and product name(s) in the subject line

Advertiser e-blast

- Materials required:
- Ready-to-send HTML and "Text-only" versions of the email. Submitting files that are not ready to send or are otherwise not to spec may result in your order being re-scheduled.
 - A subject line of no more than 50 characters. (This should be submitted in a .txt file.)
 - The "text-only" version (no HTML formatting) should include a headline of about 50 characters, and at least one URL linking to the advertiser's desired landing page. URLs referenced in the text-only email should appear below each paragraph, instead of in-line with the text, for best results. (Please submit the "text-only" version as a .txt file to ensure proper display of non-standard characters.)
 - A test email will be sent to the designer or client (please specify recipients) before the e-blast is sent out. This test must be approved within 24-hours of receipt.
 - **Please do not use URLs created with link shorteners such as Bit.ly.**
- Other instructions:
- Images for use in HTML email should be in static GIF or JPG format, as animated ads do not display properly in some email clients.
 - **Please note that designing HTML-for-email is VERY different than designing HTML for the web.** HTML files that are not properly coded for email will not be accepted. We cannot offer design or programming services, and **we strongly recommend consulting a designer with specific knowledge of and experience in coding HTML-for-email.**
 - URLs referenced in the text-only email should appear below each paragraph, instead of in-line with the text, for best results.
 - Suppression lists and seed lists must be sent along with all other ad materials in .csv format.
 - Best HTML Email Practices- <http://www.email-standards.org>
 - HTML Email Reference- <http://www.reachcustomersonline.com/2010/01/23/09.27.00/>