

Education Week Online Advertising Specs

- Updated 9/01/2017 -

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

Content Targeted E-mail Sponsorship

- Materials required:
- **Topic must be confirmed 4 weeks prior to eblast**
 - 600x125 leaderboard ad (GIF, JPG, 72 DPI, 50K max) + Landing page URL
 - Inline Text ad: 60 character (incl. spaces) headline and 150 character text
 - 300x250 ad (GIF, JPG, 72 DPI, 50K max) + Landing page URL
 - **Please do not use URLs created with link shorteners such as Bit.ly.**

 - 300x250, 728x90, and 160x600 ROS banners. (GIF, JPG, or third-party tags. 72 DPI, 100k max.)
 - Landing page URL. (Different URLs may be used for each creative size, if so desired.)
- 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.
 - Banner ads will appear on Edweek's site when a user clicks to it from the email.