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

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E-newsletter: Inline 468x90 Banner

Materials required:	- "Email-friendly" 468x90 banner ad and landing page URL. (45k max. See note in the "Other Instructions" section below for "email-friendly" ad limitations.) - A "text-only" version of the ad for readers who choose not to receive HTML-format email. This should consist of a headline (roughly 50 characters), about 300 characters of body text, and a URL. Please send this as a ".txt" file. - **URLs created using Link Shortners such as Bit.ly will NOT be accepted.**
Other instructions:	- "Email-friendly" ad limitations: Images for use in email may only be in GIF or JPG format. Note that animated GIFs do not display properly in Outlook 2007 -- only the first frame will be displayed. While static JPGs or GIFs are recommended, you may submit an animated GIF if all relevant information is included in the first frame.

OR

E-newsletter: Inline Banner + Text

Materials checklist:	- "Email-friendly" 125x125 - Landing page URL - Ad text

Material details:	- "Email-friendly" 125x125 banner. This will appear to the left of the ad text. (30k max. See note in the "Other instructions" section below for "email-friendly" ad limitations)
	- Landing page URL
	  - **URLs created using Link Shortners such as Bit.ly will NOT be accepted.**
	- Ad text consisting of:
	  - a headline (40 characters max, including spaces)
	  - body text (275 characters max, including spaces. No line breaks or bulleted lists.)
	  - a hyperlinked "call to action" (25 characters max, including spaces).

Other instructions:	- "Email-friendly" ad limitations: Images for use in email may only be in GIF or JPG format. Note that animated GIFs do not display properly in Outlook 2007 -- only the first frame will be displayed. While static JPGs or GIFs are recommended, you may submit an animated GIF if all relevant information is included in the first frame.