

# 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](mailto:ad-production@epe.org).

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

## Home page 300x600

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Materials required:

- A minimum of two different 300x600 banner ads must be submitted due to the prominence of this ad on the page. This will help prevent your ad and our site from growing "stale". Changing creative monthly is strongly recommended. (GIF, JPG, or third-party tags. 72 DPI, 100k max.)
- Landing page URL. (Different URLs may be used for each ad design, if so desired.)

Other instructions:

- Banner ad animation, if used, may not exceed 30 sec, 18fps, and may not loop more than 3 times.
- If your company uses a 3rd party ad service (such as Atlas or MediaPlex), and the 3rd party service supports the use of the IAB's "Impression Exchange" protocol, please include Impression Exchange code in all ad tags.