

# 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

## Mobile Sponsored Content

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- Materials checklist:
- Minimum of 2 sponsor content articles per month
  - Optional image related to topic of each sponsor content article, to be included on the sponsored content page.
  - Promotional copy for each article
  - 320x50 banner ad with click-through URL.
- Material details:
- 320x50 adhesive banner ad (gif, jpg, or png only, 45k max) with mobile friendly landing page URL (May link to sponsored content page if desired.)
  - Optional image should be related to the topic of the article; not a banner ad. (gif, jpg. 50k max. 320x320px max)
  - Promotional copy for each article consisting of:
    - Short version of the article headline (55 characters max)
    - Article excerpt (120 characters max)
    - Full article text (for sponsor content page to be built by Education Week)
- Other Instructions:
- The 320x50 "adhesive banner" ad remains on the bottom of the screen as the reader scrolls up and down the page.