

# 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) or (301) 280-3100.

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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.

## Top Stories Sponsorship

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### 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: that
- "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.