

# Education Week Online Advertising Specs

- Updated 10/11/2017 -

All materials are due the Friday two weeks preceding the ad run unless otherwise stated. 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

## Quiz Sponsorship

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Materials required:

- **Quiz topic must be determined 6 weeks prior to launch.**
- Company name for display on quiz results page
- Contact email where weekly lead reports should be directed.
- 120x60 company logo (GIF or JPG only; 25k max.)
- 728x90, 300x250, 300x600 banners for 100% SOV display on quiz page
  - GIF, JPG, PNG, third-party, 100K max
  - Please include clickthrough URL(s)
- Button text + URL for the inline text ad on the results page
  - Max of 50 characters
  - Examples: "Learn More About Lesley" and "It Connects Us All"
- *Optional* – up to 2 custom questions on the registration form
  - Please indicate how registrants should answer this question (e.g. yes/no, short answer)
  - Questions will be subject to review before publishing