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

Retargeted Banner Ads

Materials required:

- GIF, JPG, or PNG Banner Ads, 150k max, in at least three of the following sizes:

  728x90, 970x250, 300x600, 300x250, 320x50, or 160x600

- A landing page URL. (Different URLs may be used for each creative size, if so desired.)

Other instructions:

- Animated ads are restricted to a maximum of 30 seconds (at a 15-20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart animation.

- Any ads featuring a white or black background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content.

-Web banners are not permitted to use redirecting URLs. Track campaign analytics with UTM tracking codes instead.

-Banners cannot link directly into a payment processor. Visitors must be able to review terms of the offer prior to entering purchasing/sign-up flows

-Your landing page must have a privacy policy which notifies users:
- That by visiting your site, third parties may place cookies on users' browsers for targeted advertising purposes.
- A description of the types of data (for example, IP addresses, website activity) that are collected for targeted advertising.
- That this data may be used by third parties to target advertising on other sites based on your users' online activity.
- Instructions on how users can opt out of receiving targeted advertising.