

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

Special Report Online Sponsorship

- Materials checklist:
- eps format company logo
 - 300x250, 728x90, and 160x600 banner ads
 - 120x60 company logo
 - "Email-friendly" 300x250 banner ad
 - Enewsletter Inline banner + Text
 - Landing page URL
 - Correct presentation of client's name
- Material details:
- A vector graphic of your company's logo (eps format preferred)
 - 300x250, 728x90, and 160x600 banners for ROS and on the report's article pages. (GIF, JPG, or third-party tags. 72 DPI, 100k max.)
 - 120x60 logo for display on the special report's cover page. (GIF, or JPG; 72 DPI, 25k max.)
 - "Email-friendly" 300x250 banner ad for display in an e-blast promoting the Special Report. (45k max. See note in the 'Other instructions' section below for "email-friendly" ad limitations.)
 - Enewsletter Inline Banner + Text. This should consist of:
 - a headline (40 characters max, including spaces)
 - body text (275 characters max, including spaces)
 - a hyperlinked "call to action" (25 characters max, including spaces).
 - Email friendly 125x125 (GIF or JPG 30k max)
 - A landing page URL. (Different URLs may be used for different ad placements, if so desired.)
 - Please let us know how the client's name should be presented in sponsor acknowledgements in various online and e-newsletter promotions.
- Other instructions:
- "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 some email clients -- 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.
 - Note that the maximum character counts for the "sponsorship text" are necessary for the proper display of the ad. Going over these carefully-designed character limits will cause the lower banner ad to float, breaking the continuous flow of the text, and making the ad less-effective.
 - 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.