

Education Week Online Advertising Specs

- Updated 3/02/2018 -

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

Advertorial Webinar Special Due Dates Apply – Please See Below for Details

Materials checklist:

- eps format company logo
- 120x60 logo
- Destination URL for logo
- Title and abstract of webinar
- Subject lines for promotional eblast
- Powerpoint webinar presentation
- Correct pronunciation of client's name
- Guest and moderator information (email address and phone number)

Material details: **Please provide 6 weeks prior to Webinar to ensure that all possible promotional opportunities may be taken advantage of.**

- A vector graphic of your company's logo. (eps format preferred.)
- 120x60 logo for display on the "upcoming webinars" page & in the webinar announcement email. (GIF or JPG only. No animated GIFs. 25k max.)
- A landing page URL for use in any online or e-newsletter promotions of the event.
- Promo copy for the webinar must include:
 - Title of the webinar. (6-8 words strongly recommended)
 - Long and short abstracts of webinar describing the focus of the webinar.
 - Long version: 135 Words
 - Short version: 35 Words
 - List of guests and their correct titles.
 - Guest and moderator information (email address and phone number, Twitter handle).
- Please provide two subject lines (less than 50 characters) to be used in promotional eblasts. Note that if these are not provided, Education Week will write these based on your webinar abstract.
All subject lines will be reviewed by Education Week.

Please provide the final Powerpoint webinar presentation 2 weeks prior to webinar.

This due date is firm. as successful production of the webinar requires that we have time to compile, upload, and test these files thoroughly. Webinar materials are subject to review. *Promotional schedule, methods, and content will be developed and executed by Education Week. Sponsors are encouraged to collaborate and provide input, but final promotional decisions will be made by Education Week.*

Helpful Tips:

- Because the PPT slides will be reduced in size when imported into ON24 platform:
- Be sure your presentation has a 4:3 aspect ratio (The default is 10"x7.5")
 - Use larger type than you normally would.
 - Use more simple design elements and solid color blocks than you normally would.
 - The PowerPoint slide deck must have no more than one Master Slide in order for it to be automatically converted. To check this for any PowerPoint, please go to the View menu, Master, Slide Master and to View menu, Master, Title Master, and delete any master slides beyond the first one.

((continued on the following page))

Supported Animations and Builds:

- All Slide Layouts
- Bullet Points and Numbers
- All Standard Charts and Graphs
- All Standard Shapes
- User Drawn Shapes
- Converts Uploaded Images
- Smart Art
- Hyper linking
- Converts Artistic Effects
- 3D Images and Animation
- All Exit and Entrance Effects
- All Standard Motion Paths
- Custom Motion Paths

Unsupported Animations and Builds:

- Multi Thread
- Chart animations
- “Repeat until end of slide“ Animations
- “By letters“ animation of WordArt objects
- Embedded Video Clips
- Slide Transitions
- Audio File Types – such as WMA and MP3
- Password Protected Files
- VBA scripts
- Slide Note Styles
- Custom Watermark
- Updated date and time
- Portrait Orientations
- Embedded audio (except Wav Format)
- Highlight click