

# 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)

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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

## Video Gallery Sponsorship

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- Materials required:**
- Two (2) different video creative. (Max 30 minutes each.)
  - Title and description for each video
    - Title/Headline max. character count: 60 characters (with spaces)
    - Description max. character count: 200 characters (with spaces)
  - 300x250, 728x90, 160x600, 320x50, 300x600 banners. (GIF, JPG, or third-party tags. 100k max.)
  - Email friendly 300x250 and 728x90 for inclusion in Video Newsletter
  - Landing page URL(s). (Different URLs may be used for each banner ad, if so desired.)

- Other instructions:**
- Banner ad animation, if used, may not exceed 10 sec, 18fps, and may not loop more than 3 times.

**We recommend that you use the following encoding specifications for videos that we will host on our Video Gallery:**

### Container

- MP4 Format
- No Edit Lists (or the video might not get processed correctly)
- File size under the 2GB

### Video Codec

- Encoding: 2 pass H.264s
- Keyframe: At least every 6 seconds
- Frame rate: Constant, usually between 15 - 60 frames per second
- Bitrate: 2x the bitrate of the highest rendition

### Audio

- Codec: 6-bit AAC audio (Advanced Audio Codec)
- Bit rate: constant, at least 192 kbps
- Sample rate: Sampling frequency of 44.1 kHz
- Channels: Stereo

### Resolution and Aspect Ratio

- Your video aspect ratio will be preserved.
- Education Week Video Gallery uses 16:9 aspect ratio players
- Recommended resolution is 1080p: 1920x1080

### Video Thumbnail

- 16:9 aspect ratio
- Minimum resolution of 1280x720
- Image/file format in 24-bit or 32-bit .PNG.
- File size under the 2MB

### Video Length/Duration

- Shall not exceed 30 minutes