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**.

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

Materials checklist:

- Due 6 weeks prior:
- eps format company logo
- 120x60 logo
- Destination URL for logo

- Due 10 days prior:
- 30 sec & 3 min PowerPoint slide decks
- Correct pronunciation of client's name

Material details:

- 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.
- PowerPoint files for 30sec and 3min commercials during the event. We suggest 1 slide for the 30-second, and 3-4 slides for the 3-minute commercial.
- Please let us know how the client's name should be pronounced during sponsor acknowledgements in various online and e-newsletter promotions.
- You may opt to have a representative call in and voice-over the PowerPoint slides. (Recommended.)

These due dates are firm, as successful production of the webinar requires that we have time to compile, upload, and test these files thoroughly. Commercial materials are subject to review.

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.

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