

# 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

## Whitepapers

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- Materials required:
- 120x60 company logo. (GIF or JPG only. 25k max.)
  - Whitepaper (or other advertorial) file in pdf, ppt, mp3, or other non-executable, commonly-accessible format. (Recommended max file size 300k for pdf & ppt.)
  - A title. (No more than 48 characters, including spaces.)
  - A brief summary of the advertorial's content (3-4 sentences. Please send in .txt format)
  - A topic category for the whitepaper. Please choose one:
    - Curriculum & Instruction
    - District Leadership
    - Student Populations
    - Technology
    - More Topics
  - Desired frequency for receiving lead reports. (daily, weekly, etc.)
  - Contact email where lead reports should be directed.
  - Optional: up to 2 custom questions for inclusion in the registration form. Question/answer options include multiple choice, drop-down select, and open-ended. Questions and lead qualification factors must be submitted along with all other ad materials in order to be included on the registration form. (Please send this information in .txt format)