

Education Week Online Advertising Specs

- Updated 2/05/2018 -

All materials are due the Friday three 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

Social Media Sponsorship

- Materials checklist:
- Banner ad size as applicable: 728x90, 300x250, 160x600
 - Sponsor's preferred tweet language (Twitter name, shortened URL)
 - Schedule of tweets. Two per day excluding weekends, approximately 40 total.
 - Optional tweet images, sized 900px wide x 500px tall
- Material details:
- Banner ad size as applicable: 728x90, 300x250, 160x600 for each Education Week article and blog page visited through Twitter and Facebook referrals (GIF, JPG, PNG. 100k max, 72 DPI).
 - Tweet images must be a static JPG or PNG, 900x500, 300k max.
 - Sponsor's preferred tweet language (multiple versions of tweet language recommended)
 - Twitter Name
 - Shortened URL for Landing page or content asset
 - Tweets are sent at an average of two per day, excluding federal holidays and weekend days.
 - **Tweets should be scheduled by day in the order they are to be delivered.**
- Other Instructions:
- Sponsor Tweet Guidelines:
- EPE reserves the right to edit tweets to correct length, spelling, syntax, and grammar.
 - Tweets may be returned to the sponsor for edits if tweets include unsubstantiated claims or lack attribution.
 - Must not contain any explicit or implicit suggestion that EPE in any way endorses the sponsor or the sponsor's product and services.
 - Must not contain any explicit or implicit suggestion that a relationship exists between the purchase of the sponsorship and editorial coverage.
 - **Must be labeled as advertising through inclusion of #sponsorcontent within the tweet.**
 - Each tweet will be sent once throughout the month, at a maximum of two per business day, excluding federal holidays. It is highly recommended that advertisers send at least twenty unique tweets to maximize response.
 - For best practice, tweets should be no longer than 200 characters including #sponsorcontent and URL.
 - In order to track clicks on individual tweets, each one should have a unique URL.
 - Only one image will be sent per tweet.
 - Tweeted images will be labeled as sponsor content.
 - Images containing text should ensure text is limited and readable.
 - Images included in tweets must connect/related to the content of the tweet.
 - Media included in tweets cannot be repeated more than once a day.

Example tweets:

- Check out this great white paper on STEM learning from @Acme! <http://bit.ly/STEM> #sponsorcontent
- What's all the fuss about interactive whiteboards? Let @Acme fill you in: <http://bit.ly/whiteboard> #sponsorcontent
- Banner ad animation, if used, may not exceed 10 sec, 18fps, and may not loop more than 3 times.