

edweek.org Online Advertisement Specifications

RUN-OF-SITE BANNER ADS

File types accepted:	JPEG, GIF, Rich Media, SWF (must receive GIF backup image with SWF file)
File size limit:	40 KB
Dimensions required:	300 x 250 (medium rectangle) (all 3 sizes must be submitted) 160 x 600 (wide skyscraper) 728 x 90 (leaderboard)
URL:	Click-through URL must be provided.
Other limitations:	Animation cannot exceed 30 seconds.

HTML E-NEWSLETTER ADS

File types accepted:	JPEG or GIF (no rich media)
File size limit:	40 KB
Dimensions required:	300 x 250 (medium rectangle)
URL:	Click-through URL must be provided.
Text version required:	Headline - 50 words; Body - 4 lines x 70 characters each (subscribers who cannot view HTML emails will receive a text-only newsletter)

TEXT LINK ADS

File types accepted:	Text files only
Text file requirements:	One to two lines of text, 70 character limit, including spaces.
URL:	One Click-through URL must be provided.

INTERSTITIAL ADS

File types accepted:	GIF or JPG, or Flash, rich media (must also receive GIF backup image with Flash file)
File size limit:	50 KB
Dimensions required:	550 x 480 pixels
URL:	Click-through URL must be provided.
Other limitations:	Animation cannot exceed 6 seconds.

ADVERTISER-ONLY E-MAILS

File types accepted:	HTML and Text files
File size limit:	30 KB
Dimensions required:	Layout set to display at 600 x 960
Other requirements:	Only JPG and GIF images may be used in the HTML file. Text version must also be submitted. Subject line must be provided, up to 50 characters.
Text file requirements:	Headline – 1 line, up to 50 characters Body copy – 2 paragraphs, up to 4 lines each, total body length not to exceed 500 characters URL links – 2 links to advertiser’s website must be included in text copy

WHITEPAPER PDF POSTING

File types accepted:	PDF files only
PDF file size limit:	300 KB

Ad materials must be submitted **five (5) business days** before launch date.
Please send all materials and inquiries to: Production@epe.org

edweek.org Terms & Conditions

Acceptance by EPE: Quotations, orders, or contracts are not binding until fully reviewed and accepted by an authorized agent of Editorial Projects in Education, Inc. (EPE), the publisher of Education Week, Teacher Magazine and edweek.org, at its headquarters in Bethesda, Maryland. You will receive an email within 2 business days notifying you of acceptance as well as mechanical specifications and materials due dates. Until accepted, all quotations and orders are subject to change.

Once accepted, all orders are subject to the standard Terms and Conditions set forth by the American Association of Advertising Agencies (AAAA) and the Interactive Advertising Bureau (IAB). Some of the terms that you should specifically note are printed below. For a full copy of all of the terms and conditions, please go to <http://www.iab.net/standards/tandc.asp>.

INSERTION ORDERS

Revisions to accepted IOs must be made in writing and acknowledged by the other party in writing.

CANCELLATION AND TERMINATION

- I. At any time prior to the serving of the first impression of the Insertion Order ("IO"), Agency/Advertiser may cancel the IO with 30 days prior written notice, without penalty. For clarity and by way of example, if Agency/Advertiser cancels the IO 15 days prior to the serving of the first impression, Agency/Advertiser will only be responsible for the first 15 days of the IO.
- II. Upon the serving of the first impression of the IO, Agency/Advertiser may cancel the IO for any reason, without penalty, by providing EPE written notice of cancellation which will be effective after the later of:
(i) 30 days after serving the first impression of the IO; or (ii) 14 days after providing EPE with such written notice.
- III. Short rates will apply to cancelled buys to the degree stated on the IO.

AD MATERIALS

- I. It is the Agency's obligation to submit Advertising Materials in accordance with EPE's then existing advertising criteria or specifications (including all required ad sizes, formats, content limitations, technical specifications, user experience policies). EPE reserves the right to reject any Ads where the Advertising Materials do not comply with its Policies.
- II. If Advertising Materials provided by Agency are damaged, not to EPE's specifications, or otherwise unacceptable, EPE will make reasonable efforts to notify Agency within two business days of its receipt of such Advertising Materials.
- III. If Advertising Materials are late, Agency/Advertiser is still responsible for the media purchased pursuant to IO. EPE must receive all Ad Materials, fully compliant with EPE specifications, no later than five (5) business days before Ad launch date specified on IO.

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