

# Education Week Ad Placement & Specs



Education Week's Career Community



## How to Place an Ad

Visit [www.TopSchoolJobs.org](http://www.TopSchoolJobs.org) to price and place print and online ads 24/7 or e-mail your contact information and your ad text to [recruiters@TopSchoolJobs.org](mailto:recruiters@TopSchoolJobs.org).

Please also include:

- Publication date(s) ad is to appear
- Ad format desired (Display or Line ad)
- Billing address and contact information
- Request for price quote, if necessary

## Camera-Ready Discount

Receive a 15% camera-ready discount for ads submitted in digital form. (Camera-ready discounts may not be combined with an agency commission and do not apply to line ads.)

## Mechanical Requirements:

Education Week/TopSchoolJobs.org Recruitment Marketplace prints at 110 line screen on a heat set web press. 85 line screen is recommended for ads with dark shadows and/or midtones.

## Ad Width Specifications:

- Two-column ad:
  - with border: 3 1/8" • w/o border: 2 5/8"
- Four-column ad:
  - with border: 6 1/2" • w/o border: 6"
- Six-column ad:
  - with border: 9 3/4" • w/o border: 9 1/4"

## Ad Length:

Length sized to nearest 1/4"  
Maximum length is 13"

## Images:

Minimum 300 dpi for CMYK/Grayscale; minimum 1016 dpi for bitmap images. Web images at 72 dpi are NOT acceptable for printing.

## Fonts:

Type 1 Postscript fonts only. TrueType fonts are NOT supported. Eight point type is the smallest type accepted for camera-ready ads.

## File Formats and Media:

PDFs and Microsoft Word documents are accepted.

## Common Problems:

- Not embedding all fonts in PDF
- Using the PDF Writer to create PDF
- Including Web graphics at 72 dpi in layout

To ensure readability, keep spacing consistent between words. We reserve the right to refuse ads that are difficult to read or that are of poor production quality.

Camera-ready ads may be e-mailed to [recruiters@TopSchoolJobs.org](mailto:recruiters@TopSchoolJobs.org)

Your recruitment dollars work harder and go farther with TopSchoolJobs.org