## Education Group

**Acceptable Files**
GIF or JPG files, non-animated

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Dimensions</th>
<th>File Format</th>
<th>File Size Limit</th>
<th>Characters</th>
<th>Headline</th>
<th>Click-thru URL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>160x600 Sponsorship</strong></td>
<td>160x600</td>
<td>gif or jpg</td>
<td>no more than 30k</td>
<td>360</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td><strong>728x90 Sponsorship</strong></td>
<td>728x90</td>
<td>gif or jpg</td>
<td>no more than 30k</td>
<td>360</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td><strong>300x250 Sponsorship</strong></td>
<td>300x250</td>
<td>gif or jpg</td>
<td>no more than 30k</td>
<td>360</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td><strong>Secondary Text Sponsorship</strong></td>
<td>360</td>
<td></td>
<td></td>
<td>55</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**New Product/Sponsored Product Listing**
160x120 Product/Company logo, no more than 30k
360 characters of body text, including spaces
55 character headline
Click-thru URL

**Headline**
55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

**Click-thru URL**
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

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## TDWI

**Acceptable Files**
GIF or JPG files, non-animated

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Dimensions</th>
<th>File Format</th>
<th>File Size Limit</th>
<th>Characters</th>
<th>Headline</th>
<th>Click-thru URL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>180x150 ‘Primary’ Web Banner</strong></td>
<td>180x150</td>
<td>gif or jpg</td>
<td>no more than 30k</td>
<td>360</td>
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<tr>
<td><strong>160x300 ‘Secondary’ Web Banner</strong></td>
<td>160x300</td>
<td>gif or jpg</td>
<td>no more than 30k</td>
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<td><strong>Primary Text Sponsorship</strong></td>
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<td><strong>Secondary Text Sponsorship</strong></td>
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</tr>
</tbody>
</table>

**Headline**
55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

**Click-thru URL**
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

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All creative is due 4 business days prior to launch. Please submit materials to:

**Anna Bayaua**
Phone: 818-814-5285
E-mail: abayaua@1105media.com

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**Jennifer Slevin**
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