

# Education Executive

Specification Information 2021

# edexec.co.uk

## HOME PAGE: Rates & Statistics

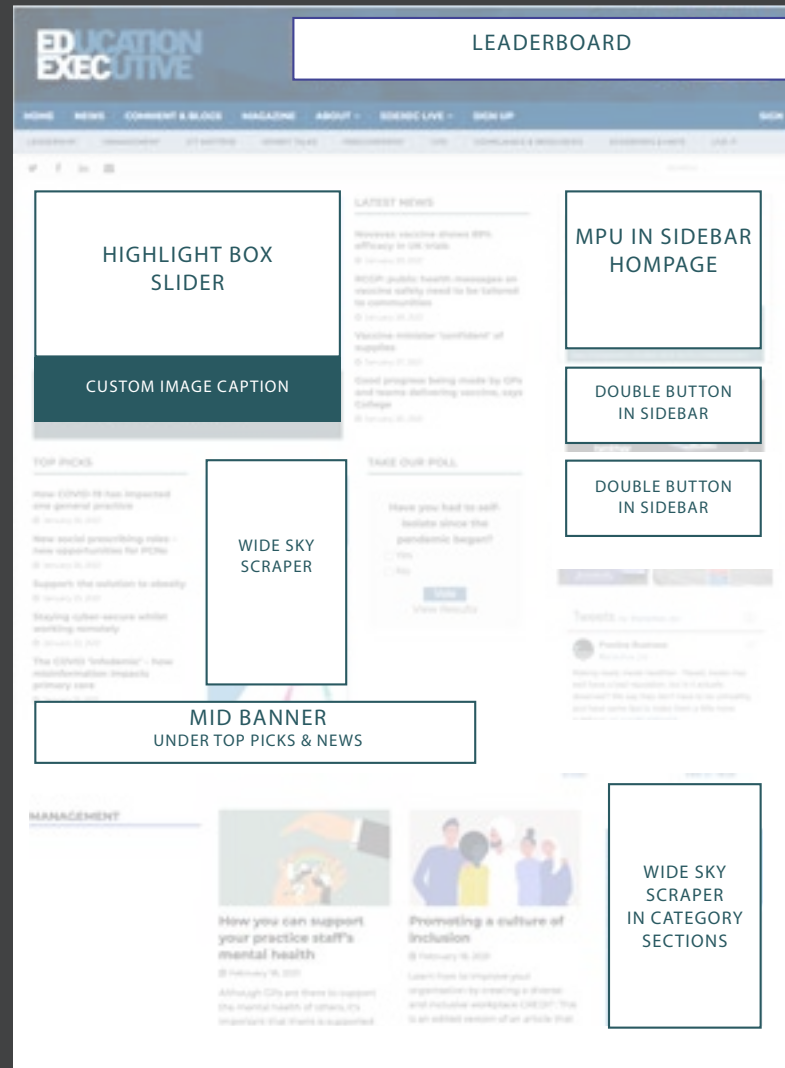
HIGHLIGHT BOX SLIDER  
Dimensions: 588px X 283px

WIDE SKY SCRAPER  
Dimensions: 240px X 400px

MID BANNER UNDER TOP PICKS  
& NEWS  
Dimensions: 728px X 90px

Please supply website advertising as a web ready GIF, animated GIF, JPG or SWF.

All documents must be RGB and the file size should not exceed 80kb



CROSS WEBSITE  
LEADERBOARD  
Dimensions: 728px X 90px

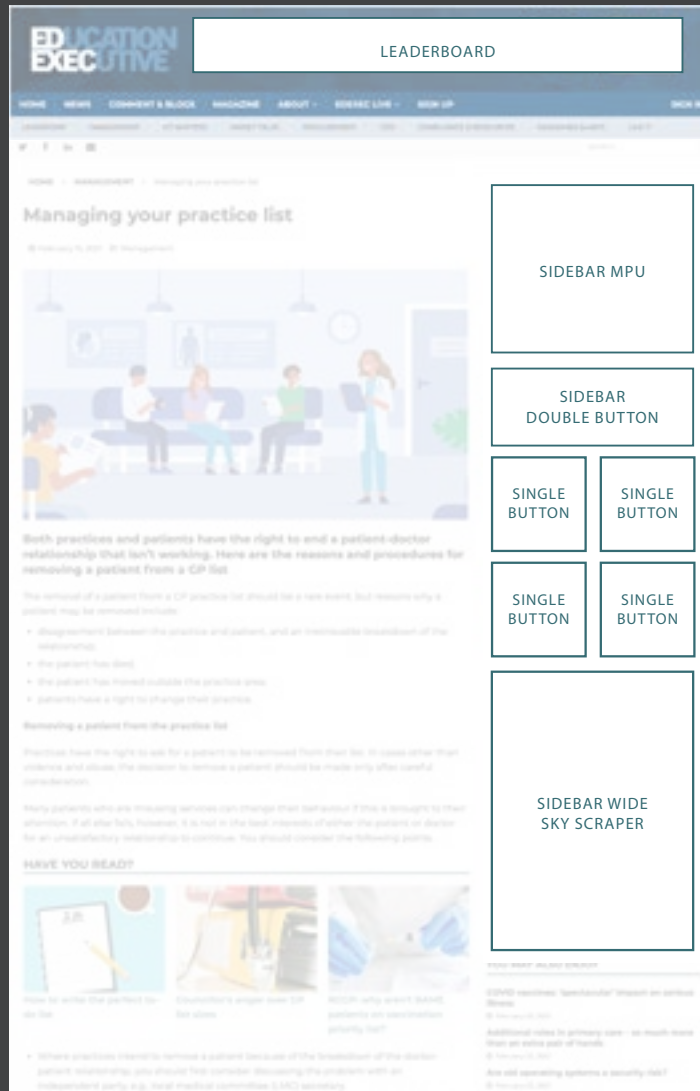
MPU IN SIDEBAR  
HOMEPAGE  
Dimensions: 300px X 250px

DOUBLE BUTTON IN SIDEBAR  
Dimensions: 300px X 125px

WIDE SKY SCRAPER BELOW  
THE FOLD  
Dimensions: 240px X 400px

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# ARTICLE PAGE: Rates & Statistics



CROSS WEBSITE  
LEADERBOARD  
Dimensions: 728px X 90px

SIDEBAR MPU  
Dimensions: 300px X 250px

SIDEBAR DOUBLE  
BUTTON  
Dimensions: 300px X 125px

SIDEBAR SINGLE  
BUTTON  
Dimensions: 145px X 145px

SIDEBAR WIDE SKY  
SCRAPER  
Dimensions: 300px X 500px

Please supply website advertising as a web ready GIF, animated GIF, JPG or SWF.

All documents must be RGB and the file size should not exceed 80kb

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# CATEGORY PAGE: Rates & Statistics

CATEGORY SLOT 1  
SMALL MPU  
Dimensions: 220px X 220px

CATEGORY SLOT 3  
TALL SKY SCRAPER  
Dimensions: 240px X 800px



CROSS WEBSITE  
LEADERBOARD

Dimensions: 728px X 90px

CATEGORY SLOT 2  
WIDE SKY SCRAPER

Dimensions: 240px X 400px

Please supply website advertising as a web ready GIF, animated GIF, JPG or SWF.

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## WEBSITE SPONSORED CONTENT

### WRITING SERVICES

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Up to 500 words  
per article

Up to 1000 words  
per article

Up to 1400 words  
per article

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The screenshot shows the Education Executive website. The main article is titled "Managing your practice list" and is dated February 9, 2021. The article text discusses the right of both practices and patients to end a patient-doctor relationship that isn't working. It lists reasons why a patient may be removed from a GP list, such as disagreement between the practice and patient, or the patient moving outside the practice area. The article also mentions that patients have a right to change their practice. Below the article, there are several sponsored content blocks, including one for "ECI Horizon" and another for "Place your message here" with a yellow star graphic. The website header includes the Education Executive logo and navigation links like HOME, NEWS, COMMENT & BLOG, MAGAZINE, ABOUT, ED EXEC LIVE, and SIGN UP.

### SPONSORED CONTENT HOSTING ONLY

#### NEWS STORY

No more than 350 words

#### BLOGS & COMMENT PIECES

No more than 600 words

#### ARTICLES & FEATURES

No more than 900 words

#### EXTENDED PIECES

No more than 1400 words

# EE Weekly

## Email Marketing: Rates & Specs

### BESPOKE / SOLUS E-SHOT - SPECS

Finished HTML file  
designed at 600px wide

Images must be provided as absolute  
links within HTML and seperatly in an  
image file.

Please also provide PDF visual final  
email.

We advise against the use of CSS  
as it incompatible with some  
email clients

We advise against background images  
as it is incompatible with some email  
clients

All styles should be in line

**EDUCATION EXECUTIVE Weekly**  
Latest NEWS, FEATURES and RESOURCES for those in the business of managing schools

Hello! Welcome to this week's round up of the website's best bits - this week we've looked at how to set up a partnership with another school, making time for yourself, getting through your never-ending to-do list and we also celebrate Shakespeare!

**THIS WEEK ONLINE**

**Setting up school partnerships**  
Schools can greatly benefit from sharing their knowledge, experience and resources by working together. So, how can you set up a partnership?  
[READ MORE](#)

**Pencilling in time for yourself**  
Laura Williams, of LJ Business Consultancy, on why scheduling time for your wellbeing is as important as all the other tasks in your diary.  
[READ MORE](#)

**HIGHLIGHTS**

**Top tips to get through your to-do list**  
Stop fighting your to-do list, and start feeling more accomplished, with these gentle productivity hacks.  
[READ MORE](#)

**Celebrating Shakespeare**  
To celebrate National Shakespeare Day (April 23) we have created a list of some of his greatest quotes.  
[READ MORE](#)

**Leadership advice that always stays true**  
Being a leader is more than running meetings and managing a team; it's a skill that takes a lifetime to master.  
[READ MORE](#)

**READ OUR LATEST ISSUE**

**DIGITAL WRAP**

**CLICK HERE TO REGISTER FOR OUR WEEKLY EMAIL**

**SUBSCRIBE FOR FREE TODAY**

## EE WEEKLY EMAILS

### LEAD BANNER ADVERT

Dimensions: 600px wide x 100px high

### MID BANNER ADVERT:

Dimensions: 400px X 100px.

### SPONSORED CONTENT - LINK ONLY

30 words and URL link

### SPONSORED CONTENT - HOST & LINK

Article hosted on our website and promoted as a sponsored article in the weekly newsletter.

# Education Executive

[www.edexec.co.uk](http://www.edexec.co.uk)  
email: [info@intelligentmedia.co.uk](mailto:info@intelligentmedia.co.uk)  
Tel: 0203 794 8555  
Fax: 0203 794 8554

Intelligent Media,  
c/o 26 Poole Road,  
London E9 7AE