ADVERTISING MEDIA KIT
2021-2022
reach teachers and school administrators at all levels
Kappan is a “must read” for education leaders.
• Recognized as an authoritative source of dialogue and debate
• Explores current educational issues in depth
• Serves as an invaluable tool for professional development
• Advocates research-based school improvement
• Written for educators and policy makers at all levels
• Includes great cartoons loved by educators

For information on upcoming topics and themes, go to www.kappanonline.org/writers-guidelines/upcoming-kappan-themes-call-for-manuscripts/

Issues and closing dates

<table>
<thead>
<tr>
<th>Issues</th>
<th>Space Reservation</th>
<th>Materials Due</th>
<th>Issues Mailed</th>
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<tr>
<td>September 2021</td>
<td>7/19/21</td>
<td>7/29/21</td>
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<td>8/23/21</td>
<td>9/2/21</td>
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<td>Dec 2021/Jan 2022</td>
<td>10/21/21</td>
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<td>February 2022</td>
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<td>March 2022</td>
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<td>2/17/22</td>
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“Anyone who picks up the latest issue of Phi Delta Kappan can’t help but be impressed. It is well conceived and well focused, addresses crucial topics for policy and practitioners, is timely, is laden with articles by people I want to read…This is change we can believe in. Bravo.”

– Linda Darling-Hammond, Stanford University

Preprinted advertiser ride alongs can be polybagged with Kappan. Please submit sample for prior approval and rate quote.

Ride alongs must meet the following specifications:
- Trim size: 8-3/8 inches wide by 10-7/8 inches tall;
- Max. pages: 4 pages (one sheet 16-3/4 inches x 10-7/8 inches folded to trim size);
- Max. paper weight: 80 lb. text; Max. piece weight:.75 oz.

Rates provided based on specific piece and current postal costs.

For further information about advertising with Phi Delta Kappan or PDK International, please contact Justine Hirshfeld at jhirshfeld@pdkintl.org (571)207-9617.
Upcoming Kappan themes and deadlines

SEPTEMBER 2021 | School choice: Where now?
In her farewell letter to Congress, written in early January 2021, Betsy DeVos issued a defiant call to press on with the school choice agenda that defined her tenure as U.S. secretary of education: “Nothing will help transform education more than devolving power and directing resources to families so they can seek and choose the best education for their children.” And yet, the future of the school choice movement now seems less certain than ever. In this issue, we consider both the broad national trends in rural education as well as regional variations. Topics include: place-based strategies for rural schools and alternative certification programs, public perceptions of the profession more appealing? Topics include the current state of education today, who aspires to become an educator, what kinds of candidates do we want to attract, and what would it take to make the teaching profession more appealing? Topics include the current state of education schools and alternative certification programs, public perceptions of the teaching career, and the promise of grow-your-own approaches to recruiting and preparing new teachers.

MARCH 2022 | The right IDEAs for special education
In the 32 years since passage of the landmark Individuals with Disabilities Education Act (IDEA), what have been the law’s major successes and greatest shortcomings, and how should the law be reimagined? For this issue, we invite contributors to sketch out the current shape and possible future of special education, describing the policies, practices, and principles that ought to guide the field in the coming years. Topics may include: the early identification of student needs, teacher recruitment and preparation, racial equity in special education, assistive technologies, twice-exceptional students, and more.

OCTOBER 2021 | Rethinking the early years
Nationwide, enrollments in public kindergarten and preK programs have grown steadily in recent years, though funding levels and access to services continue to vary widely from state to state and year to year. In this issue, we consider both the progress that has been made in expanding access to high-quality early education and the obstacles that remain. Topics include the professional status of early educators, new research into the benefits of early education, preK’s connection to the elementary grades, and promising new program models, resources, and policy initiatives.

FEBRUARY 2022 | The interpersonal life of schools
Over the last several years, Kappan has published many articles on social-emotional learning in schools. But in this issue, we focus in on how social interactions affect schools as organizations. For example, what role does trust play in the success of school and district initiatives? What kinds of social-emotional intelligence are essential for effective teaching and leadership? To what extent do teachers favor, neglect, or pick on particular students? And what progress has been made in efforts to assess and improve school and classroom climate?

APRIL 2022 | The ups and downs of family engagement
Educators often wax eloquent about the benefits of forging close partnerships with their students’ caretakers. But in reality, when parents and other family members reach out to administrators, speak up at board meetings, or scrutinize the syllabus, their efforts to engage can feel like unhelpful intrusion or outright hostility. In this issue, we consider the various ways in which family engagement can go right or wrong, exploring topics such as pushy parenting, tensions over curriculum and instruction, and what it takes to build and maintain healthy relationships between home and school.

DECEMBER 2021/JANUARY 2022 | Spotlight on rural education
Overall, roughly 20% of American students attend rural schools, though enrollments range widely from state to state (from 2% to 3% in Nevada, California, and Massachusetts to more than 50% in Maine and Vermont). In this issue, we consider both the broad national trends in rural education as well as regional variations. Topics include: place-based strategies for rural school improvement, the changing demographics of rural America, rural poverty and its effects on achievement, and the leadership and governance of rural districts.

NOVEMBER 2021 | Who will teach?
For decades, U.S. public schools have faced high rates of teacher attrition. Now, the supply of new teachers appears to be shrinking as well, with many teacher preparation programs reporting dramatic declines in enrollment. Today, we ask, who aspires to become an educator, what kinds of candidates do we want to attract, and what would it take to make the teaching profession more appealing? Topics include the current state of education schools and alternative certification programs, public perceptions of the teaching career, and the promise of grow-your-own approaches to recruiting and preparing new teachers.

MAY 2022 | Literacy today
Over the last century, few topics have troubled educators more deeply, or inspired major reform initiatives more often, than the nation’s persistent “literacy crisis.” We often seem to be spinning our wheels, though, rehashing the same old debates over why Johnny can’t read or write, who’s at fault, and how best to teach these skills. And yet, in recent years, researchers have, in fact, made significant advances in understanding literacy development and evaluating the success of various approaches to instruction and professional development. In this issue, we take stock of emerging findings and trends, touching on topics such as the early diagnosis of reading disabilities, online communication, adolescent literacy, and the reading and writing skills needed for college and in the workforce.
**Kappan print ads: sizes and rates**

**TWO-PAGE SPREAD**
- **Bleed Live:** 15¾” x 9¾”
- **Trim:** 16¾” x 10¾”
- **Bleed:** 17” wide x 11¼” tall
  (For bleed, build facing pages to trim at 8¾” x 10¼” each and add ¼” to all trim edges on export.)

**FULL PAGE**
- **Bleed Live:** 7¾” x 9¾”
- **Trim:** 8¾” x 10¾”
- **Bleed:** 8¾” x 11¼”
  (For bleed, build facing pages at 8¾” x 10¼” and add ¼” to all trim edges on export.)

**RATES**

<table>
<thead>
<tr>
<th></th>
<th>B&amp;W</th>
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<tbody>
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<tr>
<td>2-4x</td>
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*All color, including color in embedded files, must be CMYK process (no RGB, Pantone, or spot colors).*

**HALF PAGE HORIZONTAL**
- **7¾” x 4¼”**

**HALF PAGE VERT.**
- **3½” x 8½”**

**FULL PAGE**
- **Bleed Live:** 8½” x 11¼”
- **Trim:** 8½” x 11¼”

**THIRD PAGE HORIZONTAL**
- **7¾” x 3¾”**

**THIRD PAGE SQUARE**
- **4¾” x 4¾”**

**FULL PAGE**
- **No Bleed Live:** 8¼” x 11¼”
- **Trim:** 8¼” x 11¼”

**HALF PAGE VERT.**
- **3¼” x 8”**

**FOURTH PAGE VERT.**
- **3½” x 6”**

**FOURTH PAGE HORIZ.**
- **4¾” x 3¾”**

**SIXTH PAGE VERT.**
- **3½” x 4”**

**COVERS AND PREFERRED POSITION RATES**

(Non-cancelable)

- **Inside Front Cover** ............... Earned B&W rate + 35%
- **Inside Back Cover** ............... Earned B&W rate + 25%
- **Back Cover** ......................... Earned B&W rate + 50%
- **First Page** ........................... Earned B&W rate + 25%
- **Other specified positions** ......... Earned B&W rate + 15%

For further information about advertising with Phi Delta Kappan or PDK International, please contact Justine Hirshfeld at jhirshfeld@pdkintl.org (571)207-9617.
**Kappan e-newsletter ads: sizes and rates**

Published twice monthly during the school year and monthly during the summer, the *Kappan* e-newsletter features links to recent *Kappan* articles as well as important PDK news. The 21,000 recipients of the e-newsletter include teacher educators, central office staff, school administrators, teachers, and other education stakeholders.

**RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Monthly</th>
<th>Yearly</th>
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<td>600px x 100px</td>
<td>$1,000</td>
<td>$10,000</td>
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<tr>
<td>OR 180px x 180px</td>
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</tbody>
</table>

For further information about advertising with *Phi Delta Kappan* or PDK International, please contact Justine Hirshfeld at jhirshfeld@pdkintl.org (571)207-9617.
TERMS

Agency commission: 15% to accredited agencies only if paid within 30 days from invoice date. Agency is fully responsible for all advertising ordered and published. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to publisher.

Nonprofit discount: Please ask about discounts available to qualified nonprofit organizations.

Terms: Net 30 days. Balances due over 60 days are subject to a 2% per month service charge.

Cancellation of space reservation cannot be accepted after closing date. Failure to notify will result in full cost of insertion. Cancellation before closing date must be made in writing.

First-time advertisers must pay in advance to establish credit. With general rate increases, advertisers are protected for the duration of existing contracts within two months from effective date of increase.

Kappan is the official magazine of PDK International and, as such, publishes advertising to provide information to its readers and members. The editors reserve the right to limit the placement of advertising within the magazine. Advertising must be typeset and tastefully laid out.

The publisher reserves the right to exclude any advertisement that does not conform to the standards of the publication. Advertisers and their agencies, when placing an ad, take full responsibility for the content of their ad and agree to hold PDK harmless against any damages, costs, and expenses incurred in defending or compromising any claim or action arising by reason of claim by a third party based on an allegation that any portions of that ad constitute a copyright violation or that any portions are inaccurate, misleading, or defamatory in nature or constitute an invasion of privacy. The publisher will not be bound by conditions, printed or otherwise, which appear on contracts, insertion orders, copy instructions, etc., that conflict with the policies of PDK International. The publisher may insert the word “advertisement” prominently into any advertisement which simulates editorial content.
**PRINT MATERIALS SPECIFICATIONS**

Please contact us before sending your ad if you have any questions about specifications or file preparations.

**GENERAL NOTES**
PDK International and its production partners are not responsible for errors due to improper file preparation. We cannot provide “make-goods” or other compensation for ads that do not print properly due to improper file preparation.

Additional charges may apply to prepare the ad for print reproduction if files are improperly prepared. PDF and EPS file formats may be converted to Photoshop TIFF format if fonts and/or images are not properly embedded.

**PRINT SPECIFICATION**

**Color Images**
- Compression: Manual Zip (8 bit) or JPG Max. Quality
- Resolution: Downsample to 300 dpi

**Greyscale Images**
- Compression: Manual Zip (8 bit) or JPG Max. Quality
- Resolution: Downsample to 300 dpi

**Monochrome Images**
- Compression: CCITT Group 4
- Resolution: Downsample to 1200 dpi
- Compress Text and Line Art
- Embed all fonts/Subset fonts below: 100%

**OUTPUT**
- Composite CMYK
- Do NOT include hyperlinks
- Please preflight ad in Adobe Acrobat and convert to PDF/X-1a (SWOP) or PDF/X-4 (SWOP) compliance.

**PRINT IMAGE FILE FORMATS**

Color and Grayscale: (minimum)
- **TIFF** (High resolution - 300 dpi)
- **JPG** (High resolution - 300 dpi)

Adobe Illustrator EPS files: Convert all text to outlines.
- Confirm that all images and text, including all embedded images and text, are black-and-white and/or grayscale (for black-and-white ads) or in CMYK mode (for color ads).

Line: TIFF (Bitmap; 1200 dpi recommended) or EPS
- Required: All image files must be at least 300 effective ppi/dpi for acceptable reproduction. Images of less than 150 effective ppi/dpi will generate press stoppage charges.

**TRIM SIZE/MARGINS/BLEED**
- Magazine trim size: 8-3/8" x 10-7/8"
- Full-page trim size with bleed: + 1/8" all around (8-5/8" x 11-1/8")
- Full-page live area: 7-1/4" x 9-7/8"
- Margin tolerance (no text or critical images in the area 3/17" inside any trim edge), that is, copy that you do not want to bleed or trim should be positioned at least 3/17" inside the trim edges.

**COLOR**
- Black-and-white ads: Be sure that any black or gray used in black-and-white ads is made up only of black and not a combination of colors. Note that the default black in Photoshop is RGB or in CMYK mode is actually made up of Cyan 75%, Magenta 68%, Yellow 67%, Black 90%. Change this to black only. Check all embedded EPS and PDF files to make sure that they do not contain color elements.

- Color ads must be submitted as CMYK and all elements must be in CMYK mode. Please check all images, including embedded EPS and PDF images, to be sure that they are in CMYK mode and not in RGB mode.

**FONTS**
- In order to avoid the single most common production problem we encounter — failure to embed all fonts and images — please check your native files to be sure that all fonts are available and loaded and then be sure to embed all fonts when you export to PDF.

**SCANS**
- Save scans in TIFF or EPS format. Do not output scans on film.

**Line Art**
- Line art should be scanned at 900-1200 dpi and saved as a TIFF. Be sure that line art is not scanned as a halftone. (In Photoshop use the Bitmap mode.)
- Black-and-white photos: Black-and-white photos should be scanned at 300 dpi as grayscale. Ideally, the shadow dot should not exceed 91%; any dot under 4% will drop to white.
- Four-color images: Four-color images should be scanned at 300 dpi and converted to CMYK, using UCR for separation type, with an ink limit sum of 280%. The high-resolution image should be imported directly into the document. (Do NOT check the OPI option in any palette.) Do not use a low-resolution FPO image. Scan images as close to the actual reproduction size as possible. Avoid sending unnecessarily large high-resolution files.

**HOW TO SEND MATERIALS**
- Submit files by e-mail to:
  Justine Hirshfeld at jhirshfeld@pdkintl.org.