ADVERTISING
MEDIA KIT
2022-2023
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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<tbody>
<tr>
<td>September 2022</td>
<td>7/26/22</td>
<td>8/8/22</td>
<td>9/2/22</td>
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<td>October 2022</td>
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<td>9/16/22</td>
<td>9/30/22</td>
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<td>Dec 2022-Jan 2023</td>
<td>10/21/22</td>
<td>11/7/22</td>
<td>12/2/22</td>
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<td>February 2023</td>
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<td>March 2023</td>
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<td>April 2023</td>
<td>2/17/23</td>
<td>3/6/23</td>
<td>3/31/23</td>
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<td>May 2023</td>
<td>3/24/23</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.
against students and teachers, weapons in school, psychological safety, and have we learned in recent years about topics such as bullying, violence and victimization (such as school shootings and cyberbullying) though, and the picture becomes more complicated: Certain kinds of microagressions are now much more widely recognized than in the past; victimization in public schools has declined over the last three decades, according to U.S. government reports, the overall incidence of violence and Although the demographics of many suburban districts have changed dramatically in recent years, challenging familiar assumptions about their student enrollments, staffing patterns, funding levels, and more. Topics include political tensions and leadership challenges in suburban districts, attendance zones and within-school segregation, and new opportunities for racial and economic integration.

For more than two decades, the phrase “educational accountability” has been closely associated with the test-driven school reforms and teacher evaluation systems introduced under No Child Left Behind and Race to the Top. In this issue, we consider the extent to which that form of accountability continues to drive educational policy and practice in the U.S. and overseas. And we explore alternative ways of thinking about who should be held accountable for what in K-12 education, and how. Topics might include school accreditation, public oversight of school systems, reciprocal accountability, new models of assessing school quality and performance, and teacher peer evaluation systems and other forms of professional accountability.

In the face of declining enrollments, competition from alternative certification programs, and withering criticism of their curricular and instructional models, schools of education have made a wide range of efforts to overhaul their approaches to preservice teacher preparation. Likewise, the field of in-service teacher development has scrambled to improve upon the ineffective, one-shot workshops that have been common for generations. In this issue, we ask, Where do things stand in the ongoing effort to redesign teacher education and development? Topics include teacher residencies, new approaches to induction and mentoring, apprenticeships, on-site teacher education, teacher-led professional learning, and more.
Kappan print ads: sizes and rates

**TWO-PAGE SPREAD**
- Bleed: Live: 15½” x 9½”
- Trim: 16¼” x 10¾”
- Bleed: 17” wide x 11¼” tall
(For bleed, build facing pages to trim at 8¾” x 10¾” each and add ¼” to all trim edges on export.)

**FULL PAGE**
- Bleed: Live: 7¾” x 9½”
- Trim: 8¾” x 10¾”
- Bleed: 8¾” x 11¼”
(For bleed, build facing pages at 8¾” x 10¾” and add ¼” to all trim edges on export.)

**HALF PAGE HORIZONTAL**
- 7¼” x 4¼”

**HALF PAGE VERT.**
- 3½” x 8½”

**THIRD PAGE HORIZONTAL**
- 7¼” x 3¾”

**THIRD PAGE SQUARE**
- 4¾” x 4¾”

**FOURTH PAGE VERT.**
- 3½” x 6”

**FOURTH PAGE HOR.**
- 4¾” x 3¾”

**SIXTH PAGE VERT.**
- 3½” x 4”

**RATES**

<table>
<thead>
<tr>
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<th>B&amp;W</th>
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<tr>
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<td>2-4x</td>
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<tbody>
<tr>
<td>1x</td>
<td>$2,310</td>
<td>$485</td>
</tr>
<tr>
<td>2-4x</td>
<td>$2,185</td>
<td>$485</td>
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**Covers and preferred position rates**

- 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.

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

RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Monthly</th>
<th>Yearly</th>
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<tr>
<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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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.

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

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