

A photograph of a male teacher with short dark hair, wearing a light blue button-down shirt and tan trousers, sitting on a desk in a classroom. He is holding a small book in his left hand and gesturing with his right hand as he speaks to a group of students. The students are seen from behind, sitting at their desks. On the desk, there is a laptop, a coffee cup, and some books. The background shows a bright window with a view of the outdoors.

KAPPAN

ADVERTISING MEDIA KIT 2023-2024

**reach teachers and school
administrators at all levels**

PDK
INTERNATIONAL



ADVERTISING MEDIA KIT 2023-2024

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

Issues	Space Reservation	Materials Due	Issues Mailed
September 2023	7/18/23	7/28/23	8/25/23
October 2023	8/15/23	8/25/23	9/22/23
November 2023	9/19/23	9/29/23	10/27/23
Dec 2023/Jan 2024	10/24/23	11/3/23	12/1/23
February 2024	12/12/23	12/22/23	1/26/24
March 2024	1/16/24	1/26/24	2/23/24
April 2024	2/13/24	2/23/24	3/22/24
May 2024	3/19/24	3/29/24	4/26/24

“Kappan is my go-to outlet when I want to reach outside the ivory tower. It has deep respect among both scholars and practitioners and does important work in linking those two communities.”

— Jack Schneider,
Associate Professor of Education,
University of Massachusetts Lowell

“I turn to Kappan articles for readable, research-based work to share with my undergraduates. I am proud that my work is included in this consistently strong and relevant publication.”

— Doris A. Santoro, Professor, Education
Department, Bowdoin College

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.

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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 2023 | What's going well in schools?

Conversations about school often focus on what's *not* working and where they need to improve. Despite all the gloom and doom, many schools are doing admirable work supporting young people and preparing them for their futures. This issue will start the school year off on a positive note by focusing on the ways schools are succeeding. We're looking for research into long-term trends showing improvement or consistent promise, pieces on how schools are evolving to better meet the needs of students and families, and stories of programs that effectively address problems in schools and communities.

OCTOBER 2023 | Multilingual students, multilingual schools

The growing diversity of the U.S. population brings with it increased diversity in the number of languages spoken in our homes and neighborhoods. How are schools meeting the needs of students who come to school speaking a language other than English? How can schools equip students with skills in English while also celebrating and encouraging growth in their home languages? How are schools helping keep Indigenous languages alive for their students? How can schools ensure that students who are not fluent in English are still able to learn and demonstrate their knowledge in a variety of content areas? And how can schools support English speakers in learning new languages?

NOVEMBER 2023 | Mental health in schools

As students returned to school after COVID-19, many educators noted increased evidence of mental health challenges within their school communities. This issue will address how schools are responding to these challenges. What does research suggest about the current state of student mental health? What some of the specific difficulties students are having, and how does our current social and cultural landscape contribute to or assist students with those difficulties? What kinds of interventions are most helpful, and what common approaches are counterproductive? How can educators who are struggling to cope with their own challenges also show support to students? How can schools and educators reduce the stigma of seeking help for issues related to mental health?

DECEMBER 2023/JANUARY 2024 | Preparing school and district leaders

Leaders play a crucial role in setting the agenda for school improvement, cultivating a positive and supportive climate, and making sure the work gets done every day. But how are these leaders being prepared to take on this important work? This issue will explore the pathways into leadership at the school and district level. What kinds of knowledge, skills, and dispositions should principal preparation programs attempt to instill in leaders? What options are available for practicing educators interested in building leadership skills while continuing in their current role? We're interested in discussions of how changes in leadership structures have affected the formation of education leaders.

FEBRUARY 2024 | Motivation and engagement

It's a well-known truth that students won't learn if they don't see value in the learning and if they don't feel valued themselves. So what can teachers do to help students see that value? This issue will consider the importance of student engagement in learning and discuss how to promote that engagement. What kinds of motivational strategies are most effective, and which ones should we abandon? How can teachers encourage students to persist in difficult work when the intrinsic rewards aren't evident? What role does assessment play in motivating (or de-motivating) students? How do specific instructional and curricular approaches — such as project-based, real-world, student-led, or inquiry learning — contribute to students' engagement?

MARCH 2024 | Change that matters

In 2021-22, *Kappan* published a series of articles titled "Reimagining American education" that explored how schools might change in the coming decades. But, despite the massive disruption that events such as the 2020 pandemic and the movement for racial justice brought to schools, it is all too easy to slip back to the status quo. How can education leaders make changes that stick? This issue will explore the changes, big and small, in the classroom and in the culture, that are needed and consider the steps educators can take to bring these changes to fruition. We're especially interested in stories of teachers, schools, and districts that have transformed the way they work and seen positive, persistent results for students.

APRIL 2024 | The inclusive school

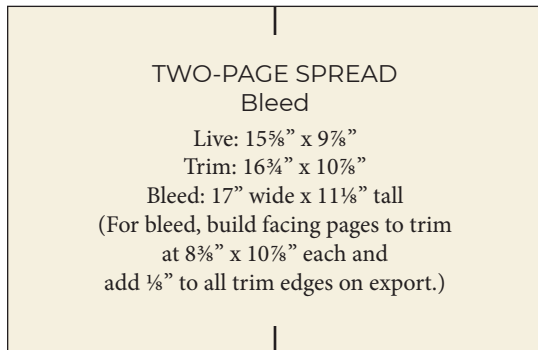
Public schools have the responsibility and the privilege of educating students from a diverse mix of races, cultures, abilities, identities, and attitudes. So how can schools make sure that all students feel they belong at school, especially when the surrounding culture marginalizes and excludes them? We're looking for articles about inclusive practices at the classroom, school, and community level. Articles might address how schools connect to students' communities, how schools support students with disabilities, programs that promote social connections among students, and efforts to ensure the teaching workforce reflects the community.

MAY 2024 | Students as leaders

The leaders of the future are in our schools today. If they are to be effective leaders, they need to begin practicing leadership now. Plus, these future leaders offer valuable insights that can help us improve our schools and make society better for everyone. The issue will consider how schools can cultivate students' leadership skills and give them opportunities to influence the decisions being made. What skills and dispositions should schools seek to promote in future leaders? In what areas should schools promote student leadership and influence? We welcome stories of how students have exhibited leadership in their schools and communities.

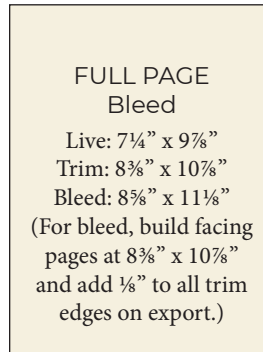
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Kappan print ads: sizes and rates



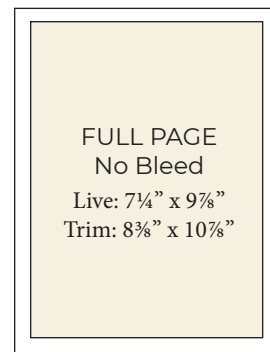
RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$4,075	\$3,675	\$4,965	\$4,560

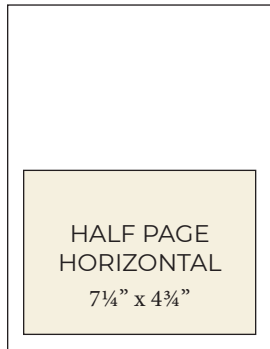


RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$2,310	\$2,185	\$3,195	\$2,965

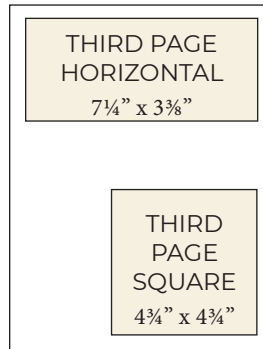
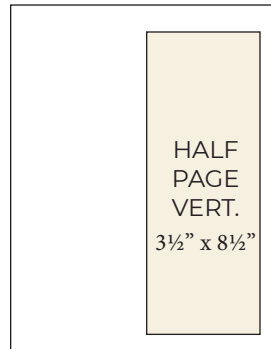


*All color, including color in embedded files, must be CMYK process (no RGB, Pantone, or spot colors).



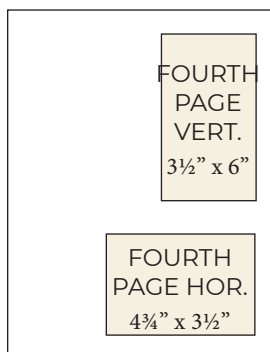
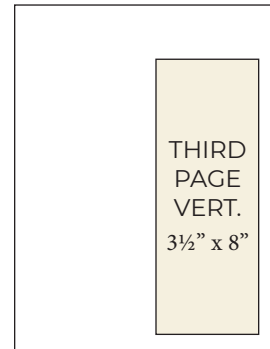
RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$2,310	\$2,185	\$3,195	\$2,965



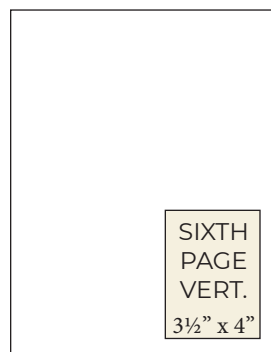
RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$2,310	\$2,185	\$3,195	\$2,965



RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$815	\$740	\$1,260	\$1,170



RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$540	\$485	\$870	\$815

COVERS AND PREFERRED POSITION RATES (Non-cancelable)

Inside Front CoverEarned B&W rate + 35%
 Inside Back CoverEarned B&W rate + 25%
 Back CoverEarned B&W rate + 50%
 First PageEarned B&W rate + 25%
 Other specified positionsEarned B&W rate + 15%

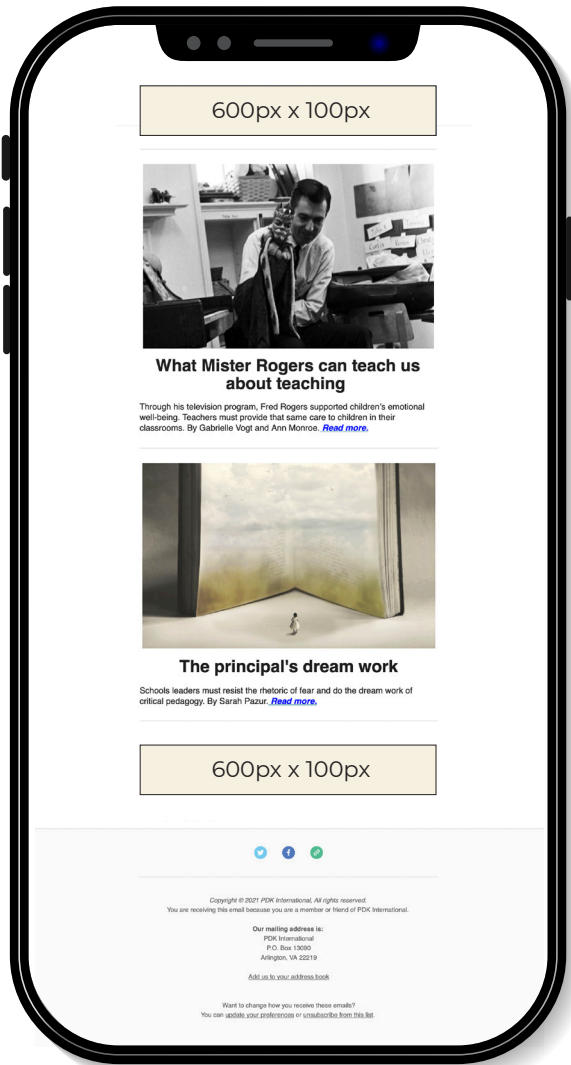
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Kappan e-newsletter ads: sizes and rates

Published weekly during the school year and twice a month 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 600px x 100px

Weekly	Monthly	Yearly
\$500	\$1,500	\$10,000

Space reservation must be made at least 3 weeks before email goes out.

Sept 2023 *Kappan* newsletter –
 Sept 6, ad needed 9/1/23
 Sept 13, ad needed 9/8/23
 Sept 20, ad needed 9/15/23
 Sept 27, ad needed 9/22/23

March 2024 *Kappan* newsletter –
 Mar 6, ad needed 3/1/24
 Mar 13, ad needed 3/8/24
 Mar 20, ad needed 3/15/24
 Mar 27, ad needed 3/22/24

October 2023 *Kappan* newsletter –
 Oct 4, ad needed 9/29/23
 Oct 11, ad needed 10/6/23
 Oct 18, ad needed 10/13/23
 Oct 25, ad needed 10/20/23

April 2024 *Kappan* newsletter –
 Apr 3, ad needed 3/29/24
 Apr 10, ad needed 4/5/24
 Apr 17, ad needed 4/12/24
 Apr 24, ad needed 4/19/24

November 2023 *Kappan* newsletter –
 Nov 1, ad needed 10/27/23
 Nov 8, ad needed 11/3/23
 Nov 15, ad needed 11/10/23
 Nov 22, ad needed 11/17/23
 Nov 29, ad needed 11/24/23

May *Kappan* Kappan newsletter –
 May 1, ad needed 4/26/24
 May 8, ad needed 5/3/24
 May 15, ad needed 5/10/24
 May 22, ad needed 5/17/24
 May 29, ad needed 5/24/24

December 23 *Kappan* newsletter –
 Dec 6, ad needed 12/1/23
 Dec 13, ad needed 12/9/23
 Dec 20, ad needed 12/16/23
 Dec 27, ad needed 12/22/23

June 2024 *Kappan* newsletter –
 June 12, ad needed 6/7/24
 June 26, ad needed 6/21/24

Jan 2024 *Kappan* newsletter –
 Jan 3, ad needed 12/29/23
 Jan 10, ad needed 1/6/24
 Jan 17, ad needed 1/12/24
 Jan 24, ad needed 1/19/24
 Jan 31, ad needed 1/26/24

July 2024 *Kappan* newsletter –
 July 17, ad needed 7/12/24
 July 31, ad needed 7/26/24

August 2024 *Kappan* newsletter –
 Aug 14, ad needed 8/9/24
 Aug 28, ad needed 8/23/24

February 2024 *Kappan* newsletter –
 Feb 7, ad needed 2/2/23
 Feb 14, ad needed 2/9/23
 Feb 21, ad needed 2/16/23
 Feb 28, ad needed 2/23/23

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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.

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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.