

# KAPPAN



## ADVERTISING MEDIA KIT 2024-2025

reach teachers and school  
administrators at all levels





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### 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/](http://www.kappanonline.org/writers-guidelines/upcoming-kappan-themes-call-for-manuscripts/)

*“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

### Issues and closing dates

Issues	Space Reservation	Materials Due	Issues Mailed
September 2024	July 23, 2024	August 2, 2024	August 30, 2024
October 2024	August 20, 2024	August 30, 2024	September 27, 2024
November 2024	September 17, 2024	September 27, 2024	October 25, 2024
Dec 2024/Jan 2025	October 29, 2024	November 8, 2024	December 6, 2024
February 2025	December 10, 2024	December 20, 2024	January 31, 2025
March 2025	January 21, 2025	January 31, 2025	February 28, 2025
April 2025	February 18, 2025	February 28, 2025	March 28, 2025
May 2025	March 18, 2025	March 28, 2025	April 25, 2025

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.

# KAPPAN

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



## Upcoming *Kappan* themes and deadlines

### SEPTEMBER 2024 | Public perception of schools

For more than 50 years, the PDK Poll has found that most parents give their children's schools high marks, while grading public schools as a whole more harshly. What's the reason for the disconnect? This issue will explore what the public does and doesn't know about public schools, as well as what educators can learn from the public about how to improve schools. What informs the public's perceptions of schools in their community and the nation? What are some of the most common media narratives about schools, and what's missing from those narratives? And how can education leaders more effectively communicate with the public?

### OCTOBER 2024 | Education for mastery

The concept of mastery-based learning, which requires students to demonstrate their learning before moving on to new material, has been around for a long time, but schools have struggled to incorporate it fully. Why is that? What changes would schools need to make to center mastery? What mastery-based approaches have proven to be most effective? What are some of the obstacles to mastery-based instruction, and how can schools surmount them? What are the benefits of mastery approaches for students — or the potential downsides? We welcome articles on competency-based learning, personalized instruction, and mastery-focused grading.

### NOVEMBER 2024 | Attendance and absenteeism

Since the COVID-19 pandemic, chronic absenteeism from school has become a major concern. Although some states have made progress bringing kids back to school, attendance has not gotten back to pre-pandemic levels. What are some of the root causes of absenteeism? How does absenteeism today differ from in the past? What are some of the potential effects of continued absenteeism, not just for students but for their schools? How can schools reach out to students and their families to promote school attendance? And what options are available for students and families for whom the traditional structures of schools aren't working?

### DECEMBER 2024/JANUARY 2025

#### The math education students need

Why do so many students struggle with math, and how can schools help them? This issue will explore current trends in math curriculum and instruction. Is the current sequence of courses in high school mathematics appropriate, and how might it be changed? What math skills do students need to learn in their early years so they're ready for more advanced math in high school? How can teachers without a strong mathematics background receive the support they need to help young students build those skills? What instructional strategies can build students' confidence and interest in the study of mathematics?

### FEBRUARY 2025 | Understanding today's students

As times change, so do students. This issue will explore what educators need to know about the students in their schools and classrooms right now. How are they different from past generations of students, and how are they similar? What special gifts and needs do students today have, and how can schools cultivate those gifts and meet those needs? What effects have recent world events, such as the COVID-19 pandemic and the rise of social media, had on students? As the student population grows more diverse, how should schools' curricula and instructional practices evolve?

### MARCH 2025 | Finding funding

Thanks to the Elementary and Secondary Emergency Relief Fund, schools enjoyed a much-needed influx of financial support in recent years. But now that those funds are drying up, what are schools to do? This issue will consider how schools can stay on course while facing a fiscal cliff. How can leaders set priorities and make tough decisions when funding is tight? What creative solutions are leaders implementing to keep needed programs running and launch new ones? We welcome articles exploring how to navigate the current crisis, as well as those that take a longer view to consider ongoing funding inequities and reforms to funding formulas.

### APRIL 2025 | Assessing student learning

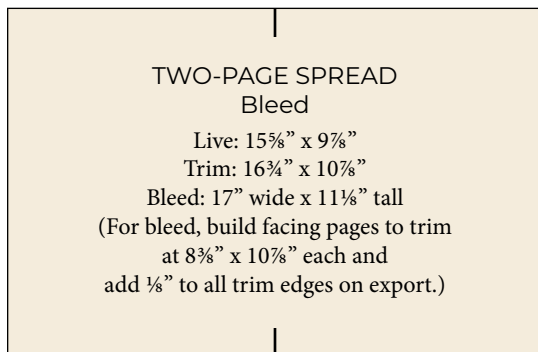
This issue will consider how we can properly assess what students know and are able to do. What are some appropriate and inappropriate uses of standardized testing? What place do both formative and summative assessments have, and how can they be used more effectively to inform instruction and boost student learning? And how can teachers and schools better report the results of assessments to students, families, and communities? We welcome articles on alternate assessment models, such as portfolios or standards-based assessments, and stories of how schools and teachers have made the switch to these models.

### MAY 2025 | The new generation of educators

Who are the new graduates entering the teaching profession, and what do they want from the profession? This issue will consider trends in who is going into teaching and how schools can support them so that they'll persist in teaching. What makes education an attractive field for today's young people, and what can make it more appealing? What special qualities does the Generation Z educator possess that schools most need, and how can schools benefit from their special insights and knowledge while helping them grow in areas of weakness? We're especially interested in hearing from teachers new to the profession.

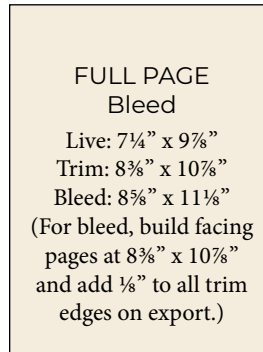
# ADVERTISING MEDIA KIT 2024-2025

## Kappan print ads: sizes and rates



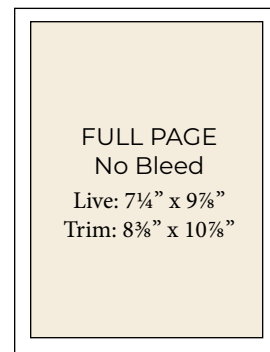
### RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$4,965	\$4,745	\$5,676	\$5,445

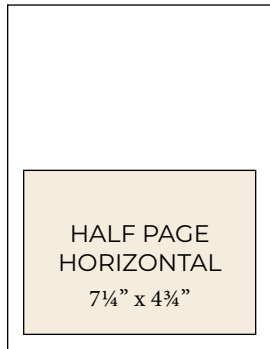


### RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$3,889	\$3,678	\$4,545	\$4,365

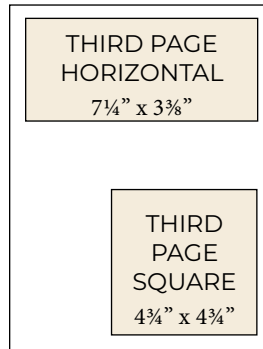
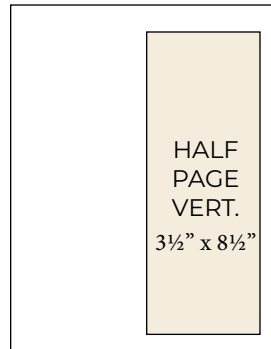


\*All color, including color in embedded files, must be CMYK process (no RGB, Pantone, or spot colors).



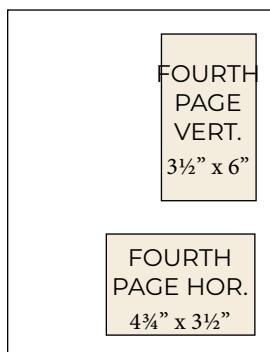
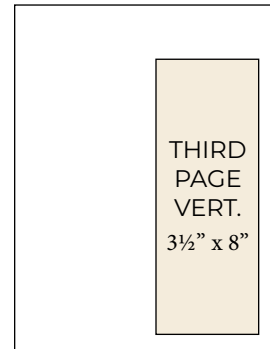
### RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$2,756	\$2,612	\$3,674	\$3,409



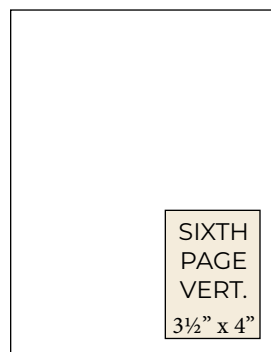
### RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$2,425	\$2,294	\$3,354	\$3,113



### RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$1,040	\$940	\$1,475	\$1,380



### RATES

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$814	\$740	\$1,260	\$1,170

## 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%

## STUDENT EDITION RATES

Sent by email to all Educators Rising members

Print advertisers ..... Print rate + 25%

Student edition only ..... 50% of print rate

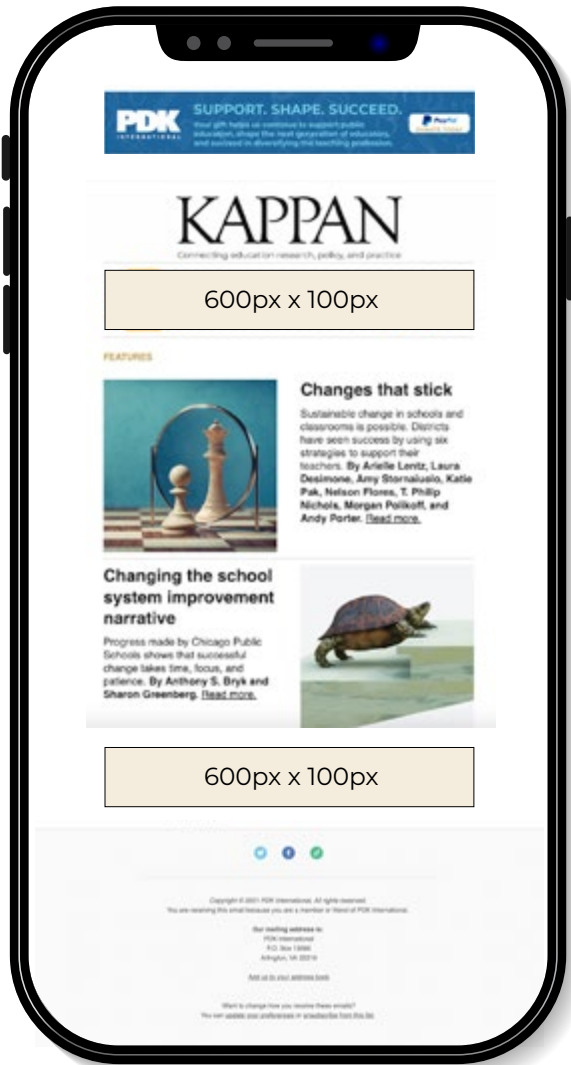
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## Kappan e-newsletter ads: sizes and rates

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 14,000 recipients of the e-newsletter include teacher educators, central office staff, school administrators, teachers, and other education stakeholders.



### 1-4 issues

\$1,000/each

### 10 or more issues

\$500/each

### 4-9 issues

\$750/each

### Full year

\$15,000 total

### SIZE

600px x 100px

## Kappan Student Edition

Created specifically with future educators in mind, the *Kappan Student Edition* is distributed by email to all members of Educators Rising, a career and technical student organization for middle school, high school, and college students interested in education careers.

### RATES

Current print advertisers:

Add 25% to current rate for inclusion in student edition

Student edition only:

50% of print advertising rate

Closing dates and materials deadlines are the same as for the print *Kappan*.



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## Other opportunities

PDK International, publisher of *Kappan* magazine, welcomes the support of philanthropic organizations committed to our mission. Opportunities include underwriting of *Kappan* magazine or the PDK Poll, sponsorship of the annual Educators Rising conference, and advertising in conference publications.

For information on underwriting, contact Laurel Glenn, Director of Institutional Giving, at [lglen@pdkintl.org](mailto:lglen@pdkintl.org).

For information on sponsorships and conference advertising, contact Shannon Mueller, Sponsorship and Fundraising Coordinator, at [smueller@pdkintl.org](mailto:smueller@pdkintl.org).

# PDKPoll



## Kappan Advertising 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](mailto:jhirshfeld@pdkintl.org).