

Advertising & Sponsored Content Options

KAPPAN

Kappan is a must-read for education leaders. Published by PDK International, *Kappan* has long been recognized as the authoritative source of dialogue and debate for educators. The magazine serves an invaluable tool for professional development, with articles written for educators and policy makers at all levels.

In addition to being of special value to practicing educators in schools, *Kappan* has a loyal following in the academic world as a trusted resource for both scholars and practitioners.

- 39K visitors per month on our website
- 40% open rate for our weekly newsletter to +14,000 recipients

Print and Digital Ads

Advertise your product or service to our readers through 11 different print ad sizes. We also have options available for our weekly *Kappan* e-newsletter, distributed to PDK members, and the *Kappan* online website, which houses digital copies of our articles for PDK members.

Visit our website for more details on advertising with *Kappan* at kappanonline.org/advertising



Sponsored Content

Sponsored content is a great solution to provide context for why your product or service may be beneficial to the needs of education professionals.

If your organization has a story to share, in the context of a research article, interview, or case study, publishing your content in *Kappan* may be the way to foster deep engagement with our readers.

Your content will appear within a high-trust environment, providing you lead generation and brand awareness.

Ad Rates

Options available for ads in the print edition of *Kappan*:

Full-page bleed, color	\$4,545
Half-page vertical, color	\$3,409
Sixth-page vertical, black & white	\$814
Student-edition discount, for Educators Rising members	50% of print rate

Here are some of the options available for ads on the *Kappan* website:

Sitewide header ad	\$1500/month
Homepage header ad	\$1200/month
Sidebar ad	\$1000/month

The *Kappan* e-newsletter features links to recent *Kappan* articles as well as PDK news. The 14,000+ recipients of the newsletter include teacher educators, central office staff, school administrators, and other education stakeholders.

1-4 issues	\$1000/each
4-9 issues	\$750/each
10 or more issues	\$500/each

“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 these two communities.”

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

Sponsored Content

Let us help you tell your story. Our new sponsored content opportunities allow you to publish your article, white paper, research report, or case study in both the print and online versions of the magazine.

Single Issue	\$2,000
Two Issues	\$1,500 each
Four Issues	\$1000 each

The opportunity includes a mention and link to your article in the *Kappan* e-newsletter.

Underwrite an issue

By underwriting an issue, you will support our work at PDK International and its career and technical student organization, Educators Rising.

Underwriting comes with these benefits:

- Content published in the issue
- Two-page advertising spread in the print edition
- A banner ad on our website’s homepage
- A recorded interview with a person of your choice published on our website

Prices start at \$10,000 an issue.

Contact editor-in-chief Kathleen Vail if you’re interested in sponsored content or underwriting: kvail@pdkintl.org