

# KAPPAN

A photograph of a woman with blonde hair, wearing a light blue sweater, leaning over a young girl with long dark hair, wearing a maroon blazer. They are both looking at a tablet held by the girl. In the foreground, a yellow and black robotic arm is visible, resting on a wooden surface. The background shows a classroom setting with a bulletin board.

## ADVERTISING MEDIA KIT 2025-2026

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

### **Upcoming Kappan themes**

#### **FALL 2025 | The New Generation of Teachers**

In addition to featuring results from the 2025 PDK Poll, this edition will focus on the newest generation of teachers—issues facing new teachers, the teacher pipeline, and post-COVID challenges.

#### **WINTER 2025 | AI: The Promise & The Practice**

Artificial intelligence isn't just a buzzword. It has the potential to revolutionize education, but are we ready? We'll look at what promises are likely to take shape, and at least for now, recommended best practices.

#### **SPRING 2026 | The Future of the Arts in Schools**

It has been long believed that the fine arts offer a unique and important experience for students, yet exposure to fine arts experiences are not the same in every school. In this edition, we'll explore what value the fine arts provide students and the solutions educators and community leaders are implementing to keep the arts alive.

#### **SUMMER 2026 | Curriculum & Pedagogy: Trends & Changes**

In this edition we explore the relationship between standards to curriculum to pedagogy. Is there still room for innovation post COVID? We'll explore the role innovation has in helping school leaders and teachers adjust to changing career preparation needs of students alongside highlighting solutions that help maximize student potential.

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For further information about advertising with *Phi Delta Kappan* or PDK International, please contact us at [kappan@pdkintl.org](mailto:kappan@pdkintl.org)

# ADVERTISING MEDIA KIT 2025-2026

## SPONSORED CONTENT

### Let us help you tell your story.

Publish your article, whitepaper, research report, or case study in both the print and online versions of the magazine. This includes a mention and link to your article in the *Kappan* e-newsletter.

Save by purchasing multi-issue bundles.

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

### Underwrite an Issue

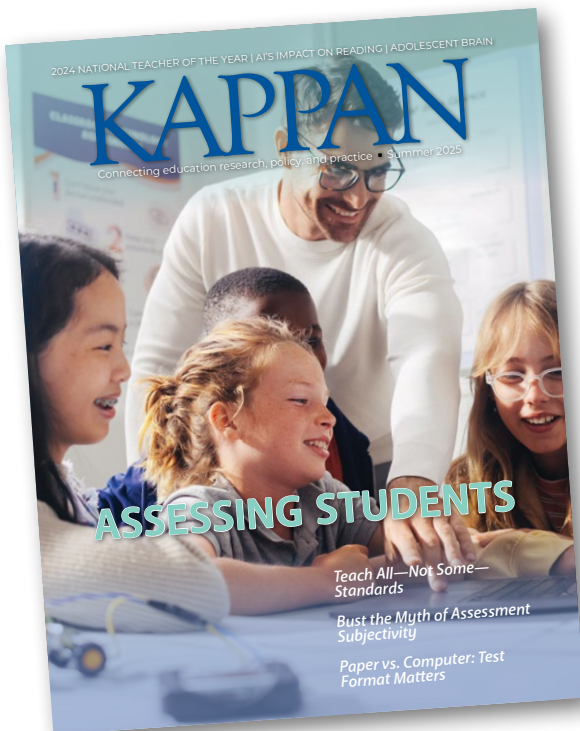
By underwriting an issue, you will support our work at PDK International and its career and technical student organization, Educators Rising.

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, and
- 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](mailto:kvail@pdkintl.org).



### Reach the Right Audience, the Right Way.

Sponsored content in our magazine offers a powerful platform to position your brand, services, or solutions directly in front of a highly engaged and influential audience of educators, school leaders, and education policy decision-makers. Unlike traditional advertising, sponsored content blends seamlessly into the editorial environment, offering your organization an opportunity to tell a compelling story, share thought leadership, and demonstrate alignment with the values of the education community.

### Key Benefits of Sponsored Content

#### 1. Credibility and Context

Sponsored content appears alongside trusted editorial content, giving your message more weight and credibility than a typical ad. In a magazine read by superintendents, school board members, state and district officials, and classroom leaders, your story is amplified by the context in which it appears.

#### 2. Thought Leadership and Storytelling

Use your sponsored space to share case studies, innovations, or insights from your team. You can position your organization as a forward-thinking partner in education, not just a vendor. Sponsored content gives you the space to educate and inspire—the same goals our readers have every day.

#### 3. Deep Engagement

Educators and policymakers turn to our magazine for in-depth, trusted information—not fleeting clicks. Sponsored content encourages longer engagement with your message and leaves a lasting impression through quality, print-friendly storytelling that readers come back to.

#### 4. Targeted Distribution

Your content reaches a curated audience that's invested in education outcomes. Whether you're trying to raise awareness, influence purchasing decisions, or spark conversations at the policy level, sponsored content ensures your voice is part of the conversation.

#### 5. Multi-Channel Opportunities

Your sponsored content may live beyond the page. Ask us about packages that include digital promotion, social media amplification, and email marketing to expand your impact and drive measurable results.

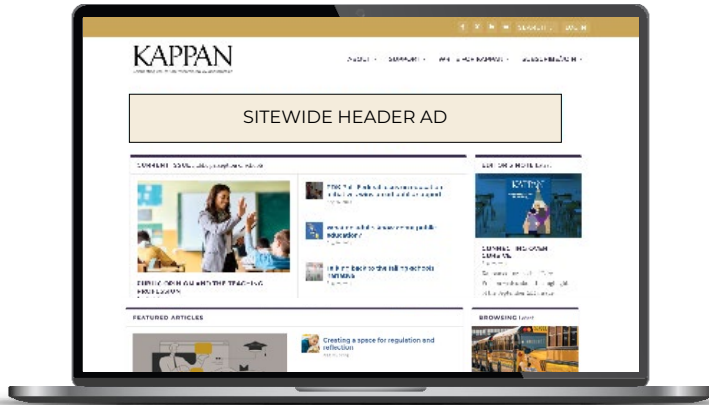
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## KAPPAN ONLINE

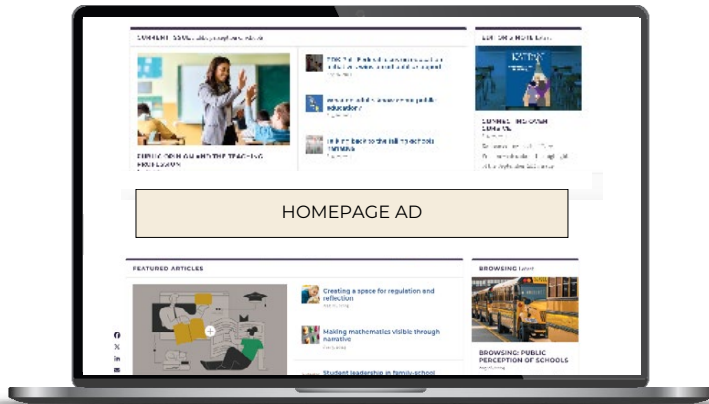
### Kappan website ads: sizes and rates

Located at [kappanonline.org](http://kappanonline.org), the *Kappan* website features all the valuable content from the print issue, and more. Averaging more than more than 70,000 users each month, it is a popular destination for the latest insights in education research, policy, and practice.



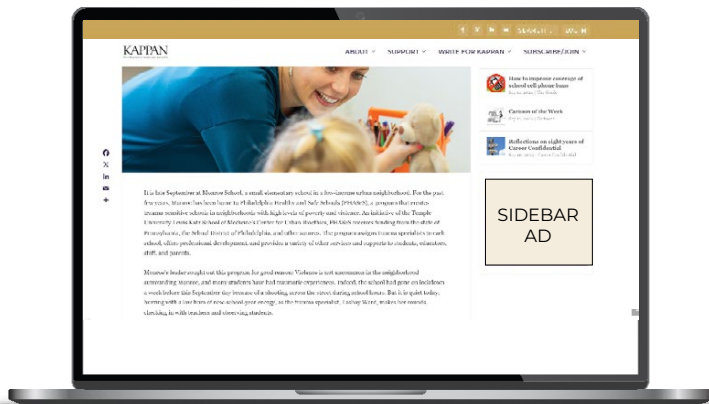
**Site-wide header ad**  
**200px x 125px \$1500/month**

Banner ad that appears at the top of the page, above all articles.



**Homepage header ad**  
**1200px x 125px \$800/month**

Ads appearing on the Kappan homepage, between article modules.



**Sidebar ad**  
**300px x 250px \$1,000/month**

Square ad appearing in the sidebar on all article pages.

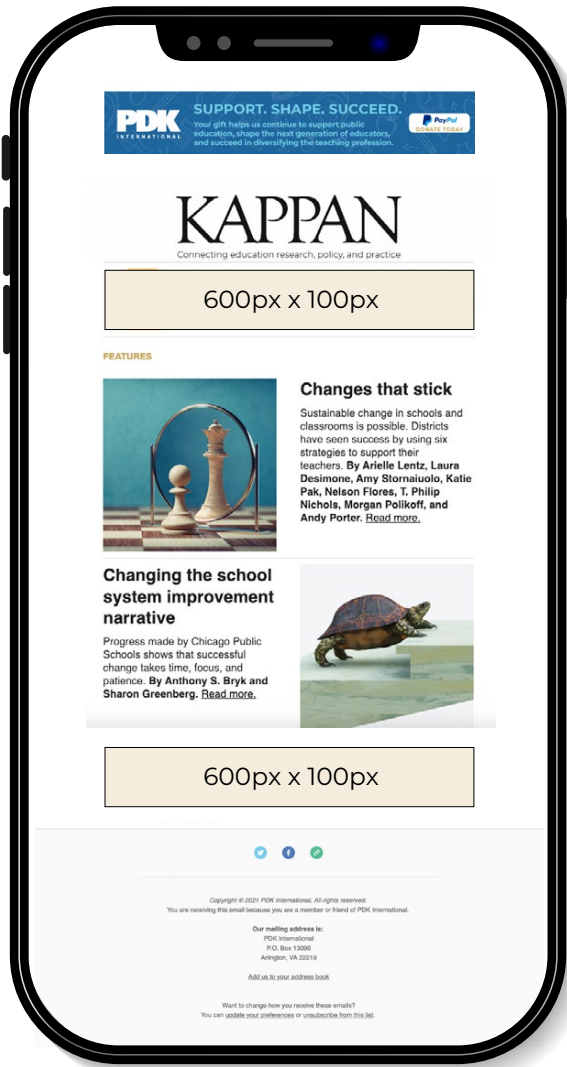
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# ADVERTISING MEDIA KIT 2025-2026 NEWSLETTER & STUDENT EDITION

## 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

### SIZE

600px x 100px

### 4-9 issues

\$750/each

### Full year

\$15,000 total

## 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*.



# KAPPAN

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## PRINT EDITION

### Kappan print ads: sizes and rates

TWO-PAGE SPREAD  
Bleed

Live: 15 $\frac{3}{4}$ " x 9 $\frac{7}{8}$ "  
Trim: 16 $\frac{3}{4}$ " x 10 $\frac{7}{8}$ "  
Bleed: 17" wide x 11 $\frac{1}{8}$ " tall  
(For bleed, build facing pages to trim  
at 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ " each and  
add  $\frac{1}{8}$ " to all trim edges on export.)

FULL PAGE  
Bleed

Live: 7 $\frac{1}{4}$ " x 9 $\frac{7}{8}$ "  
Trim: 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "  
Bleed: 8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "  
(For bleed, build facing  
pages at 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "  
and add  $\frac{1}{8}$ " to all trim  
edges on export.)

FULL PAGE  
No Bleed

Live: 7 $\frac{1}{4}$ " x 9 $\frac{7}{8}$ "  
Trim: 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "

**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).

HALF PAGE  
HORIZONTAL  
7 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ "

HALF  
PAGE  
VERT.  
3 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ "

THIRD PAGE  
HORIZONTAL  
7 $\frac{1}{4}$ " x 3 $\frac{3}{8}$ "

THIRD  
PAGE  
SQUARE  
4 $\frac{3}{4}$ " x 4 $\frac{3}{4}$ "

THIRD  
PAGE  
VERT.  
3 $\frac{1}{2}$ " x 8"

**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

FOURTH  
PAGE  
VERT.  
3 $\frac{1}{2}$ " x 6"

FOURTH  
PAGE HOR.  
4 $\frac{3}{4}$ " x 3 $\frac{1}{2}$ "

SIXTH  
PAGE  
VERT.  
3 $\frac{1}{2}$ " x 4"

**RATES**

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

**RATES**

B&W	
1x	2-4x
\$814	\$740
4-Color*	
1x	2-4x
\$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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## 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.

The PDK Poll is released each fall and receives national attention. The results appear in the Fall edition of *Kappan*. Advertising opportunities extend to sponsoring our annual poll results webinar and ads available on the PDK Poll website.

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

## PDK Poll



## *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.

# KAPPAN

## 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:

John Hendron (jhendron@pdkintl.org)