ADVERTISING MEDIA KIT
2016-17

reach teachers and school administrators at all levels
PRINT + ONLINE
Boost your ROI by getting your message to a 100% fully-paid readership base — decision makers in schools, district offices, and on campus!

*Phi Delta Kappan* is a “must read” for the movers and shakers in the education profession. *Kappan* offers timely, relevant, and provocative insights on education policy, research, curriculum or professional development. Its 21,000 readers include preK-12 teachers (including graduate students in education and new teachers) and school and district administrators, university faculty members (researchers and teacher educators), and policy makers. The focus of all *Kappan* readers is on cultivating great educators for tomorrow and ensuring high-quality education for today.

*Phi Delta Kappan* is published eight times a year during the traditional school calendar, September to May.

Practitioners and researchers who want their findings to reach a broad audience and influential thinkers choose *Kappan* — and use its pages as a forum to engage in debates on the most significant education issues of the day.

Frequent topics include school improvement, leadership, Common Core State Standards, accountability, achievement gaps, classroom practice, ESSA, professional development, teacher education, technology, and innovations in teaching and learning. The PDK Poll of the Public’s Attitudes Toward the Public Schools is published each September.

“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

For further information about advertising with *Phi Delta Kappan* or PDK International, please contact Mac McKay, mac.mckay@sagepub.com/805-490-7420.
Kappan is “must read” for the movers and shakers in the education profession. Kappan offers timely, relevant, and provocative insights on education policy, research, curriculum, or professional development. Its 21,000 readers are the experts in cultivating great educators for tomorrow and ensuring high-quality education for today.

Phi Delta Kappan is published eight times a year during the traditional school calendar, September to May.

One recent readership survey* estimates that every Kappan is read by another 1.7 readers — which means that the actual readership of every issue of Kappan is over 23,000.

- 82% of readers say Kappan is “must reading” (compare to benchmark average of 67%)*
- 82% of readers say Kappan is “extremely useful/useful” (compare to benchmark average of 70%)*

Kappan articles are used in university courses and in school-based professional development.
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 improvement
- Advocates research-based school reform
- Written for educators and policy makers at all levels
- Includes great cartoons loved by educators
- For current themes, follow the Call for Manuscripts link at pdkintl.org/publications/submissions/

**ISSUES AND CLOSING DATES**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</th>
<th>Materials Due</th>
<th>Issue Mailed</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2016</td>
<td>7/14/16</td>
<td>7/20/16</td>
<td>8/30/16</td>
</tr>
<tr>
<td>October 2016</td>
<td>8/18/16</td>
<td>8/24/16</td>
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<tr>
<td>November 2016</td>
<td>9/22/16</td>
<td>9/28/16</td>
<td>11/4/16</td>
</tr>
<tr>
<td>Dec 2016/Jan 2017</td>
<td>10/20/16</td>
<td>10/26/16</td>
<td>12/2/16</td>
</tr>
<tr>
<td>February 2017</td>
<td>12/15/16</td>
<td>12/21/16</td>
<td>1/27/17</td>
</tr>
<tr>
<td>March 2017</td>
<td>1/19/17</td>
<td>1/25/17</td>
<td>3/3/17</td>
</tr>
<tr>
<td>April 2017</td>
<td>2/16/17</td>
<td>2/22/17</td>
<td>3/31/17</td>
</tr>
</tbody>
</table>

"I have always respected and enjoyed Kappan’s mixture of substance, provocation and wit. Now I see an even more helpful and robust magazine emerging—just what those of us working in schools need to keep us focused and honest."
— Kim Marshall, former principal and creator of The Marshall Memo

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.

For further information about advertising with Phi Delta Kappan or PDK International, please contact Mac McKay, mac.mckay@sagepub.com/805-490-7420.
KAPPAN PRINT ADS: SIZES AND RATES

TWO-PAGE SPREAD
Bleed
Live: 15⅛" x 9⅜"
Trim: 16⅜" x 10⅜"
Bleed: 17" wide x 11⅜" tall
(For bleed, build facing pages to trim at 8⅜" x 10⅜" each and add ⅛" to all trim edges on export.)

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$3,885</td>
<td>$3,500</td>
<td>$4,725</td>
<td>$4,340</td>
</tr>
</tbody>
</table>

FULL PAGE
Bleed
Live: 7¼" x 9¾"
Trim: 8¾" x 10¾"
Bleed: 8⅝" x 11½" tall
(For bleed, build facing pages at 8¾" x 10¾" and add ⅛" to all trim edges on export.)

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$2,200</td>
<td>$2,080</td>
<td>$3,045</td>
<td>$2,825</td>
</tr>
</tbody>
</table>

FULL PAGE (No bleed)
Live: 7¼" x 9¾"
Trim: 8¾" x 10¾"

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$2,540</td>
<td>$2,290</td>
<td>$3,380</td>
<td>$3,130</td>
</tr>
</tbody>
</table>

HALF PAGE
HORIZONTAL
7⅛" x 4⅝"

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$1,430</td>
<td>$1,280</td>
<td>$2,060</td>
<td>$1,910</td>
</tr>
</tbody>
</table>

HALF PAGE VERT.
4" x 8½"

<table>
<thead>
<tr>
<th>4-Color</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$2,060</td>
<td>$1,910</td>
<td>$3,045</td>
<td>$2,825</td>
</tr>
</tbody>
</table>

THIRD PAGE HORIZONTAL
7¼" x 3⅞"

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$990</td>
<td>$895</td>
<td>$1,405</td>
<td>$1,315</td>
</tr>
</tbody>
</table>

THIRD PAGE VERT.
3" x 8"

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
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<tbody>
<tr>
<td>RATES</td>
<td>$590</td>
<td>$515</td>
<td>$1,030</td>
<td>$965</td>
</tr>
</tbody>
</table>

THIRD PAGE SQUARE
4⅜" x 4⅜"

<table>
<thead>
<tr>
<th>4-Color</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$1,030</td>
<td>$965</td>
<td>$1,735</td>
<td>$1,625</td>
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</table>

FOURTH PAGE VERT.
3" x 6"

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$775</td>
<td>$705</td>
<td>$1,200</td>
<td>$1,115</td>
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</tbody>
</table>

FOURTH PAGE HORIZONTAL
4⅝" x 3½"

<table>
<thead>
<tr>
<th>4-Color</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$515</td>
<td>$460</td>
<td>$830</td>
<td>$775</td>
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</tbody>
</table>

SIXTH PAGE VERT.
3" x 4"

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>2-4x</th>
<th>1x</th>
<th>2-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$2,540</td>
<td>$2,290</td>
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<td>$3,130</td>
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</tbody>
</table>

BACK COVER
Bleed
Live: 7¼" x 9¾"
Trim: 8¾" x 10¾"
Bleed: 8⅝" x 11½" tall
(For bleed, build facing pages at 8¾" x 10¾" and add ⅛" to all trim edges on export.)

<table>
<thead>
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<th>1x</th>
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</thead>
<tbody>
<tr>
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<td>$2,290</td>
<td>$3,380</td>
<td>$3,130</td>
</tr>
</tbody>
</table>

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

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ONLINE OPPORTUNITIES

KAPPAN MAGAZINE WEB SITE • www.kappanmagazine.org

KAPPANMAGAZINE.ORG
BANNER AD*
728 pixels wide x 90 pixels tall • File type: 72-dpi .jpg or .gif

Choose a banner or sidebar ad for $250 per week or $1,000 per month. Please reserve space and provide artwork and target URL not later than three weeks before the go-live date.

<table>
<thead>
<tr>
<th>Materials Due</th>
<th>Go Live</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/29/16</td>
<td>8/30/16**</td>
<td>Sept. Kappan</td>
</tr>
<tr>
<td>9/6/16</td>
<td>9/26/16</td>
<td>Oct. Kappan</td>
</tr>
<tr>
<td>10/11/16</td>
<td>10/31/16</td>
<td>Nov. Kappan</td>
</tr>
<tr>
<td>1/5/17</td>
<td>1/23/17</td>
<td>Feb. Kappan</td>
</tr>
<tr>
<td>2/7/17</td>
<td>2/27/17</td>
<td>Mar. Kappan</td>
</tr>
<tr>
<td>3/7/17</td>
<td>3/27/17</td>
<td>Apr. Kappan</td>
</tr>
<tr>
<td>4/11/17</td>
<td>5/1/17</td>
<td>May Kappan</td>
</tr>
</tbody>
</table>

* Limited spaces available — reserve today!

* These go live dates coincide with releases of new issues of Kappan, but ads can run any week.

**Release of the online edition of the September issue of Kappan coincides with the PDK Poll press conference.

Note: We do not accept animated .gifs for web or e-mail ads.

BIWEEKLY E-NEWSBLASTS • e-mailed twice per month from pdkintl.org

Reach over 21,000 education leaders by placing your ad in our e-newsletters. These go out the first and fourth Tuesdays of the month (excluding holidays). Run a sidebar ad for $250 per week or $500 per month. Please reserve space and provide artwork and target URL no later than three weeks before Tuesday distribution dates.

PDK e-NEWSBLAST SIDEBAR AD
180 pixels wide x 280 pixels tall • File type: 72 dpi .jpg or .gif

For further information about advertising with Phi Delta Kappan or PDK International, please contact Mac McKay, mac.mckay@sagepub.com/805-490-7420.
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 magazines 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 magazines. 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.
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 SPECIFICATIONS
Digital PDF/X-1A or PDF/X-4 files are required. Please print pdfs using these specifications:

- **Color Images**
  - Compression: Manual Zip (8 bit) or JPG Maximum Quality
  - Resolution: Downsample to 300 dpi

- **Greyscale Images**
  - Compression: Manual Zip (8 bit) or JPG Maximum 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:
- 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 3/16” inside any trim edge), that is, copy that you do not want to bleed or trim should be positioned at least 3/16” 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: pdkadv@pdkintl.org.

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