

Phi Delta Kappan

ADVERTISING MEDIA KIT 2018-19

reach teachers and
school administrators
at all levels

PRINT + ONLINE



PDK
INTERNATIONAL



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/kappan-call-manuscripts-2018-2019

ISSUES AND CLOSING DATES

| Issue | Space Reservations | Materials Due | Issue Mailed |
|-------------------|--------------------|---------------|--------------|
| September 2018 | 7/12/18 | 7/26/18 | 8/31/18 |
| October 2018 | 8/9/18 | 8/23/18 | 9/28/18 |
| November 2018 | 9/10/18 | 9/24/18 | 10/26/18 |
| Dec 2018/Jan 2019 | 10/15/18 | 10/29/18 | 11/30/18 |
| February 2019 | 12/3/18 | 12/14/18 | 1/25/19 |
| March 2019 | 1/14/19 | 1/28/19 | 3/1/19 |
| April 2019 | 2/11/19 | 2/25/19 | 3/29/19 |
| May 2019 | 3/18/19 | 4/1/19 | 5/3/19 |

“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

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 or 805-490-7420.

KAPPAN PRINT ADS: SIZES AND RATES

TWO-PAGE SPREAD
Bleed
Live: 15⁵/₈" x 9⁷/₈"
Trim: 16³/₄" x 10⁷/₈"
Bleed: 17" wide x 11¹/₈" tall
(For bleed, build facing pages to trim at 8³/₈" x 10⁷/₈" each and add 1/8" to all trim edges on export.)

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

FULL PAGE
Bleed
Live: 7¹/₄" x 9⁷/₈"
Trim: 8³/₈" x 10⁷/₈"
Bleed: 8⁵/₈" x 11¹/₈"
(For bleed, build facing pages at 8³/₈" x 10⁷/₈" and add 1/8" to all trim edges on export.)

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

FULL PAGE
(No bleed)
Live: 7¹/₄" x 9⁷/₈"
Trim: 8³/₈" x 10⁷/₈"

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

HALF PAGE HORIZONTAL
7¹/₄" x 4³/₄"

| B&W | | 4-Color | |
|---------|---------|---------|---------|
| 1x | 2-4x | 1x | 2-4x |
| \$1,500 | \$1,345 | \$2,165 | \$2,005 |

HALF PAGE VERT.
4" x 8¹/₂"

THIRD PAGE HORIZONTAL
7¹/₄" x 3³/₈"

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

THIRD PAGE VERT.
3" x 8"

FOURTH PAGE VERT.
3" x 6"

FOURTH PAGE HORIZONTAL
4³/₄" x 3¹/₂"

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

SIXTH PAGE VERT.
3" x 4"

| 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%

ONLINE OPPORTUNITIES

KAPPAN MAGAZINE WEB SITE • www.kappanmagazine.org

KAPPANMAGAZINE.ORG
A. LEADERBOARD AD
728 pixels wide x 90 pixels tall • File resolution: 72 dpi

ONLINE ADVERTISING RATES

- A. Leaderboard (728 x 90 pixels) \$50 CPM
- B. Banner ad (middle position) (300 x 250 pixels).....\$50 CPM
- C. Banner ad (lower position) (300 x 600 pixels)..... \$50 CPM
- D. Banner ad (lower position) (160 x 600 pixels)..... \$50 CPM

Minimum buy: 20,000 impressions per month per banner

KAPPANMAGAZINE.ORG
B. BANNER AD
middle position
right hand side
300 pixels wide x
250 pixels tall
File resolution: 72 dpi

KAPPAN
MAGAZINE.ORG
D. BANNER AD
right hand side
160 pixels wide x
600 pixels tall
File resolution:
72 dpi

Sample dates*:

| Issue | Materials Due | Go Live |
|-------------------------|---------------|-----------|
| Sept. <i>Kappan</i> | 8/6/18 | 8/27/18** |
| Oct. <i>Kappan</i> | 9/3/18 | 9/24/18 |
| Nov. <i>Kappan</i> | 10/1/18 | 10/22/18 |
| Dec./Jan. <i>Kappan</i> | 11/5/18 | 11/26/18 |
| Feb. <i>Kappan</i> | 1/2/19 | 1/21/19 |
| Mar. <i>Kappan</i> | 2/4/19 | 2/25/19 |
| Apr. <i>Kappan</i> | 3/4/19 | 3/25/19 |
| May <i>Kappan</i> | 4/8/19 | 4/29/19 |

* 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* roughly coincides with the PDK Poll press conference (check for actual dates).
Limited space available — reserve today!

SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.

KAPPANMAGAZINE.ORG
C. BANNER AD
lower middle position
right hand side
300 pixels wide x
600 pixels tall
File resolution: 72 dpi

Check for availability and pricing for: • Rich media — include active images or text
 • Expandability — upgrade any ad to expand over or push down content
 • Video — upgrade any ad with embedded video or greater engagement
 • Form/lead capture — upgrade any ad with a contact information form for lead capture

E-NEWSBLASTS • emailed from pdkintl.org

Reach education leaders, including PDK members and opt-in recipients, by placing your ad in our e-newsletters. These generally go out weekly on Tuesday. Run a sidebar ad for \$250 per email. Additional e-newsletter dates are available (please inquire). 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 .png

Sample dates*:

| Issue | Materials Due | Go Live | Email sent |
|-------------------------|----------------------|----------------|-------------------|
| Sept. <i>Kappan</i> | 8/6/18 | 8/27/18** | 8/28/18 |
| Oct. <i>Kappan</i> | 9/3/18 | 9/24/18 | 9/25/18 |
| Nov. <i>Kappan</i> | 10/1/18 | 10/22/18 | 10/23/18 |
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| Apr. <i>Kappan</i> | 3/4/19 | 3/25/19 | 3/26/19 |
| May <i>Kappan</i> | 4/8/19 | 4/29/19 | 4/30/19 |

* These go live dates coincide with releases of new issues of *Kappan*, but ads can run in any month. Additional emails may be sent during the month — check for availability.

**Release of the online edition of the September issue of *Kappan* roughly coincides with the PDK Poll press conference — check for actual dates.

Limited space available — reserve today!

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.

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 3/17" 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: wendy.worman@sagepub.com and copy pdkadvs@pdkintl.org.