



rethinking schools INFORMATION FOR ADVERTISERS



Rethinking Schools is the country's leading grassroots magazine for education reform. Since 1986 it has brought experienced classroom voices to the forefront of the education debate. No other publication so successfully combines theory and practice and links classroom concerns to broader policy debates.

This award-winning publication reaches educators and activists in the U.S. whose priority is high-quality, anti-racist, social justice education. *Rethinking Schools* is filled with innovative teaching ideas, analyses of important policy issues, and listings of valuable resources. It is used in K-12 classrooms and college curricula alike. Each issue is read in print and pdf on average by over 10,000 people including teachers, college instructors, and activists. Newsstand sales account for another 1,500 copies. Typically, remaining copies of each issue are distributed to educators attending conferences and institutes. No educator should be without *Rethinking Schools*.

Who Reads Rethinking Schools?

Not surprisingly, 70% of *Rethinking Schools* readers are educators, kindergarten through college. The majority of these have subscribed for five or more years. When they are finished with an issue, they pass it on to two or more friends or colleagues. Besides *Rethinking Schools*, they read other education publications, and they look to socially and politically progressive magazines for other news and analysis.

For more information contact:

414-964-9646
marketing@rethinkingschools.org

rethinkingschools.org

Deadlines

Fall 2018 Vol33#1

Ad reservations due: Aug. 20
Final ads due: Sept. 3

Winter 2018-2019 Vol 33#2

Ad reservations due (space): Nov. 23
Final ads due: Dec. 7

Spring 2019 Vol33#3

Ad reservations due (space): Feb. 11
Final ads due: Feb. 22

Summer 2019 Vol33#4

Ad reservations due (space): May 10
Final ads due: May 17

SIZE	1X	2X	4X
Back cover	\$1,500	\$1,225	\$1050
Inside back cover	\$1,400	\$1150	\$950
Full page	\$1,200	\$1000	\$850
2/3 page	\$960	\$740	\$560
1/2 page	\$720	\$560	\$420
1/3 page	\$570	\$440	\$330
1/4 page	\$420	\$360	\$250
1/6 page	\$270	\$240	\$175
1/12 page	\$155	\$1020	\$100

Standard display is color

Mechanical Requirements

UNIT	WIDTH	HEIGHT
Back cover (non-bleed)	7.25"	7.5"
Back cover bleed	8.75"	8.25"
Full page ad (non-bleed)	7.25"	9.625"
Full page bleed	8.75"	11.25"
Final trim size	8.375"	10.875"
$\frac{2}{3}$ page vertical	4.75"	9.625"
$\frac{1}{2}$ page horizontal	7.25"	4.75"
$\frac{1}{2}$ page vertical	4.75"	7.25"
$\frac{1}{3}$ page vertical	2.25"	9.625"
$\frac{1}{3}$ page square	4.75"	4.75"
$\frac{1}{4}$ page horizontal	7.25"	2.25"
$\frac{1}{4}$ page vertical	2.25"	7.25"
$\frac{1}{6}$ page horizontal	4.75"	2.25"
$\frac{1}{6}$ page vertical	2.25"	4.75"
$\frac{1}{12}$ page square	2.25"	2.25"

File Requirements: Color advertisements should be prepared in cmyk mode, black and white ads should be prepared in grayscale mode. We accept PDF files prepared for high resolution (300 dpi) output. Fonts and images must be embedded in the file so that it can print independent of external links to the document. We also accept Adobe InDesign packages (Macintosh platform). It is important all fonts used (screen and printer) and image links (300 dpi, grayscale or cmyk) are included. PostScript or Opentype fonts formats are preferred. Advertisement can also be sent as a Photoshop tiff, eps, png, or jpeg file provided that the document layers are flattened and saved as cmyk or grayscale at 300 or higher resolution. Collecting files for output for your advertisement using a pre-flight program is recommended.

Send insertions and ad materials to:

Rethinking Schools
 Attn: Marketing
 1001 E. Keefe Ave.
 Milwaukee, WI 53212

For more information:

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