

## 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 primarily 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. We print several thousand extra copies to be distributed to educators and pre-service teachers attending conferences and workshops around the country throughout the year. No educator (or future 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.

*“Rethinking Schools offers some of the freshest, most authentic insights into schools, teaching, and student lives, of any publication available. I read it because it tells it like it is.”*

—LINDA DARLING-HAMMOND

PROFESSOR OF TEACHER EDUCATION, STANFORD UNIVERSITY

*“Rethinking Schools is a terrific publication—the only thing I’ve seen that cuts through all the jargon and addresses the real issues.”*

—JONATHAN KOZOL

AUTHOR OF SAVAGE INEQUALITIES AND SHAME OF THE NATION

*“As the parent of four girls, I want my daughter’s teachers to combine the teaching of academic skills with values of justice, equality, and environmental sensitivity— values that are expressed in every issue of Rethinking Schools.”*

—MATT DAMON

ACTOR, SCREEN WRITER, AND HUMANITARIAN



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## Deadlines

### Fall — Vol. 32, #1

Reservations	July 27, 2017
Finished Art	August 3, 2017
Publication Date	September 8, 2017

### Winter — Vol. 32, #2

Reservations	October 12, 2017
Finished Art	October 19, 2017
Publication Date	December 7, 2017

### Spring — Vol. 32, #3

Reservations	January 26, 2018
Finished Art	February 2, 2018
Publication Date	March 15, 2018

### Summer — Vol. 32, #4

Reservations	April 13, 2018
Finished Art	April 20, 2018
Publication Date	June 6, 2018

### Due

July 27, 2017  
August 3, 2017  
September 8, 2017

### Due

October 12, 2017  
October 19, 2017  
December 7, 2017

### Due

January 26, 2018  
February 2, 2018  
March 15, 2018

### Due

April 13, 2018  
April 20, 2018  
June 6, 2018

All ads are printed in color.

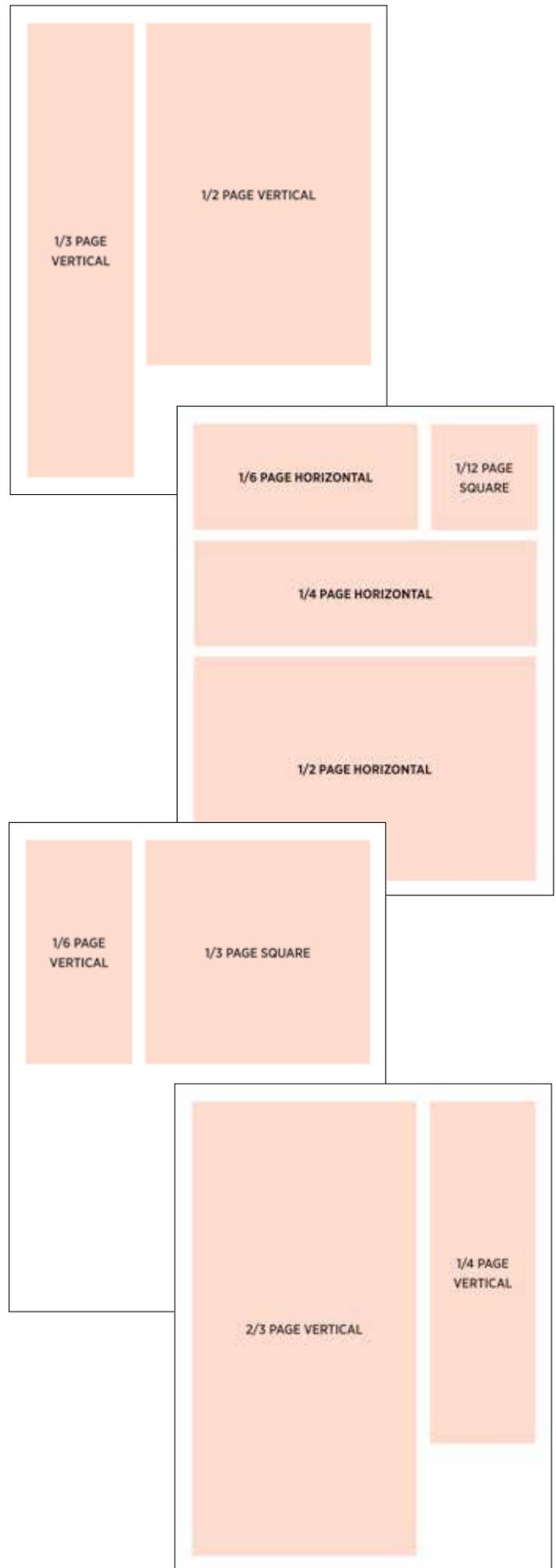
Size	1X	2X	4X
Back cover	\$1,500	\$1,225	\$1050
Inside back cover	\$1,400	\$1150	\$950
Full page	\$1,200	\$1000	\$850
2/3 page	\$960	\$740	\$560
1/2 page	\$720	\$560	\$420
1/3 page	\$570	\$440	\$330
1/4 page	\$420	\$360	\$250
1/6 page	\$270	\$240	\$175
1/12 page	\$150	\$120	\$100

### Preferred Placement

If you would like to request that your ad be in the first 8 pages or the last 8 pages there is an additional charge of \$100.

### Payment Note

If this is your first time placing an ad with Rethinking Schools, we will require pre-payment. All payments can be made by credit card or check.



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Any questions, call: 414-964-9646