

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 by 7,000 individual subscribers and 2,000 bulk subscribers, including teachers, college instructors, and activists. Newsstand sales account for another 1,500 copies. Typically, remaining copies of each issue are distributed to over 1,500 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 as well, 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



For More Information Contact:

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2011/2012 ADVERTISING RATES

Deadlines

Fall — Vol. 26, #1 - 25th anniversary issue!

	Due
Reservations	August 8, 2011
Finished Copy	August 12, 2011
Publication Date	September 20, 2011

Winter — Vol. 26, #2

	Due
Reservations	November 4, 2011
Finished Copy	November 11, 2011
Publication Date	December 28, 2011

Spring — Vol. 26, #3

	Due
Reservations	February 3, 2012
Finished Copy	February 9, 2012
Publication Date	March 16, 2012

Summer — Vol. 26, #4

	Due
Reservations	April 19, 2012
Finished Copy	April 26, 2012
Publication Date	May 31, 2012

Standard Display — Black & White

Size	1X	2X	4X
Back cover	\$1,200	\$1,020	\$840
Inside back cover	\$1,100	\$935	\$770
Full page	\$1,000	\$850	\$700
2/3 page	\$800	\$680	\$560
1/2 page	\$600	\$510	\$420
1/3 page	\$475	\$400	\$330
1/4 page	\$350	\$300	\$250
1/6 page	\$225	\$200	\$175
1/12 page	\$125	\$100	\$85

Color Ad Option

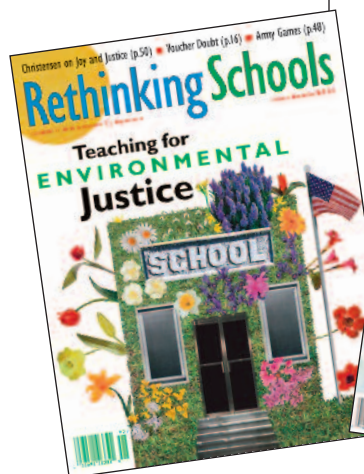
Color is available for the back cover and a limited number of pages inside. Additional cost for adding 4-color is \$200 per ad.

Send Insertions and

Ad Materials to:

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

For more information:
414-964-9646
office@rethinkingschools.org



Mechanical Requirements

Unit	Width	Height
Back cover (non-bleed)	7 1/4"	7 1/2"
Back cover bleed	8 3/4"	8 1/4"
Full page ad (non-bleed)	7 1/4"	9 5/8"
Full page bleed	8 3/4"	11 1/4"
Final trim size	8 3/8"	10 7/8"
2/3 page vertical	4 3/4"	9 5/8"
1/2 page horizontal	7 1/4"	4 3/4"
1/2 page vertical	4 3/4"	7 1/4"
1/3 page vertical	2 1/4"	9 5/8"
1/3 page square	4 3/4"	4 3/4"
1/4 page horizontal	7 1/4"	2 1/4"
1/4 page vertical	2 1/4"	7 1/4"
1/6 page horizontal	4 3/4"	2 1/4"
1/6 page vertical	2 1/4"	4 3/4"
1/12 page square	2 1/4"	2 1/4"

Terms: Pricing is based on submission of camera-ready artwork or supplied electronic files. Additional production charges may apply for layout. For established accounts, billing will occur after publication of issue. All new accounts require prepayment. Cancellations and revisions of insertion orders will not be accepted after the issue's finished copy date.

General Conditions: All advertising in *Rethinking Schools* magazine is subject to publisher's approval and only final publication will constitute such acceptance. The advertiser is completely responsible for the content and reproduction quality of the material submitted. Owners and advertising agencies represent that the advertising being submitted for publication contains no illustrations or text that can result in any claim against the publisher and agree to indemnify *Rethinking Schools* magazine against any damages and related expenses (including attorney's fees) arising out of such publication. The publishers liability is limited only to the direct cost of the advertisement. Publisher shall have no liability for failure to execute accepted advertising orders because of government restrictions, acts of God, accidents, fires, or any other cause beyond the publishers control affecting production or distribution.

Printing Requirements: *Rethinking Schools* magazine is printed web offset. Should your advertisement require a full-page bleed, your ad layout should extend 3/16" beyond *Rethinking Schools'* page dimensions of 8 3/8" x 10 7/8" (8 3/4" x 11 1/4".)

Advertisements: 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. **NOTE:** Color advertisements should be prepared in cmyk mode, black and white ads should be prepared in grayscale mode. We also accept Adobe **InDesign** or **Quark XPress** files (Macintosh platform). If sending an InDesign or Quark document, it is important that all fonts used (screen and printer) and image attachments (300 dpi, grayscale or cmyk) are enclosed along with the InDesign or Quark document as all links to the document must be maintained. PostScript or OpenType fonts formats are preferred. Advertisement can also be sent as a **Photoshop** tiff, eps, or jpeg file provided that the document layers are flattened and saved as cmyk or grayscale at 300 or higher resolution. Finally, *Rethinking Schools* can print advertisements using the Adobe **Illustrator** program, however, it is important that all text be converted to outline with all

imported or placed images sent along with the Illustrator (eps) document. Prepare and save all files at 300 dpi, 100% (actual size) scale of reproduction scale. Collecting files for output for your advertisement using a pre-flight program is recommended. Please provide all files needed for printing the advertisement on a CD with accompanying laser-proof printouts at actual scale of intended reproduction.

NOTE: Advertisements requiring additional work may incur extra fees. Also provide name and number of contact person in the event extra attention to your advertisement is needed.