



# rethinking schools INFORMATION FOR ADVERTISERS



*Rethinking Schools* is the country's leading grassroots magazine for social and racial justice in education. 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, professors, and activists in the U.S. whose priority is high-quality, anti-racist, social justice education. *Rethinking Schools* is filled with examples of social justice teaching, 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 professors, and activists. Issues are distributed liberally 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. Our research shows 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:

**Missy Zombor**  
Marketing Director  
414-964-9646  
missy@rethinkingschools.org

### Send insertions and ad materials to:

**Rethinking Schools**  
Attn: Marketing  
6737 W. Washington St.  
Suite 3249  
Milwaukee, WI 53214

## Deadlines

### Fall 2019 Vol 34 #1

Ad reservations due: Aug. 19

Final ads due: Aug. 26

### Winter 2019-2020 Vol 34 #2

Ad reservations due: Nov. 4

Final ads due: Nov. 11

### Spring 2020 Vol 34 #3

Ad reservations due: Feb. 3

Final ads due: Feb. 10

### Summer 2020 Vol 34 #4

Ad reservations due: May 25

Final ads due: June 1

SIZE	1X	2X	4X
Back cover	\$1,500	\$1,225	\$1,050
Inside back cover	\$1,400	\$1,150	\$950
Full page	\$1,200	\$1,000	\$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	\$102	\$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"	9.7"
Full page bleed	8.75"	11.25"
Final trim size	8.375"	10.875"
$\frac{2}{3}$ page vertical	4.75"	9.7"
$\frac{1}{2}$ page horizontal	7.25"	4.75"
$\frac{1}{2}$ page vertical	4.75"	7.25"
$\frac{1}{3}$ page vertical	2.25"	9.7"
$\frac{1}{3}$ 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 (not RGB), 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 tif, 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.

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