



Deadlines

Fall 2026 Vol 41 #1

Ad reservations due: August 17, 2026

Final ads due: August 21, 2026

Winter 2026-27 Vol 41 #2

Ad reservations due: November 2, 2026

Final ads due: November 6, 2026

Spring 2027 Vol 41 #3

Ad reservations due: January 25, 2027

Final ads due: January 29, 2027

Summer 2027 Vol 41 #4

Ad reservations due: April 26, 2027

Final ads due: April 30, 2027

SIZE	1X	2X	4X
Back cover	\$2,087	\$1,485	\$1,461
Inside backcover	\$1,948	\$1,392	\$1,322
Full page	\$1,670	\$1,210	\$1,183
2/3 page	\$1,341	\$897	\$784
1/2 page	\$1,006	\$682	\$588
1/3 page	\$797	\$534	\$462
1/4 page	\$588	\$440	\$348
1/6 page	\$380	\$292	\$247
1/12 page	\$221	\$149	\$139

Standard display is color

PRINT ADVERTISEMENTS

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 6,000 people including teachers, college professors, and activists. Issues are also 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:

Danielle Bunch
Marketing Manager
Marketing@rethinkingschools.org

Send insertions and ad materials to:

Rethinking Schools
Attn: Marketing
9618 W Greenfield Ave.
Milwaukee, Wisconsin 53214 USA
414-964-9646

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"
2/3 page vertical	4.75"	9.7"
1/2 page horizontal	7.25"	4.75"
1/2 page vertical	4.75"	7.25"
1/3 page vertical	2.25"	9.7"
1/3 page square	4.75"	4.75"
1/4 page horizontal	7.25"	2.25"
1/4 page vertical	2.25"	7.25"
1/6 page horizontal	4.75"	2.25"
1/6 page vertical	2.25"	4.75"
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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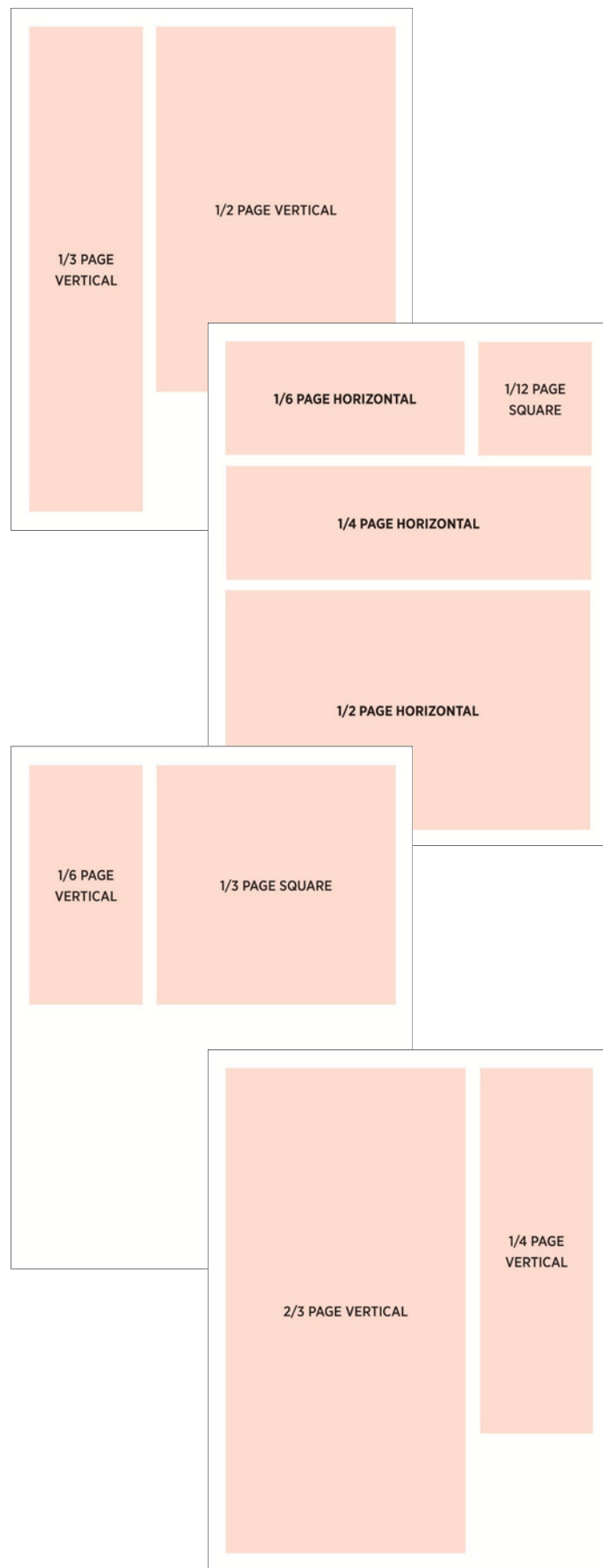
414-964-9646

For more information:

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Marketing Manager

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General eNewsletters

A monthly eNewsletter with a 30%+ open rate that highlights education resources, books, articles, lessons, news, and professional development opportunities for educators. Reach a loyal 55,000+ group of opt-in educators and activists whose priority is high-quality, anti-racist, social justice education.

\$1,100 for 900px x 300px

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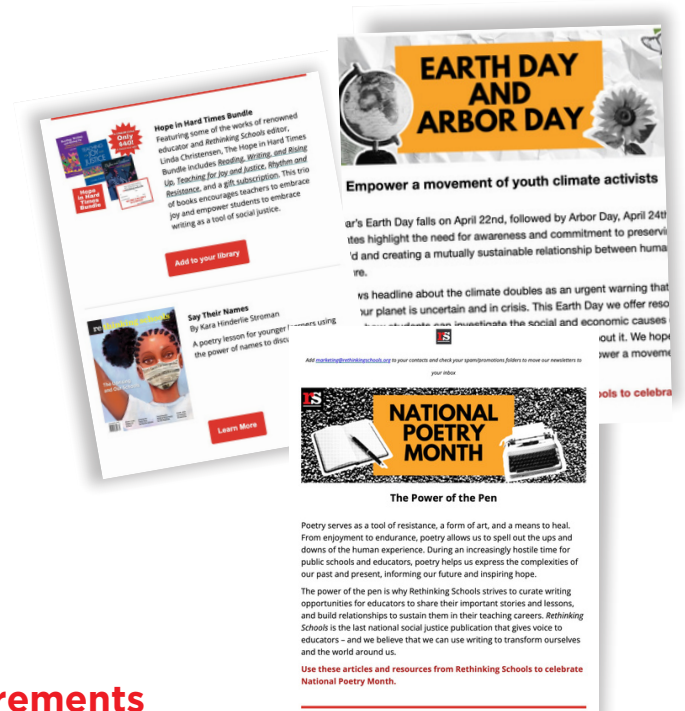
DIGITAL ADVERTISEMENTS

Campaign eNewsletters

Climate Justice eNewsletter

A quarterly eNewsletter that shares updates and other events related to the Rethinking Schools book [A People's Curriculum for the Earth](#). The newsletter includes links to articles and books about environmental efforts by educators and activists. This is a highly engaged audience of 3,000+ opt-in educators and community leaders with a 50%+ open rate.

\$750 for 900px x 300px



File Requirements

File size 900px x 300px

PNG files are preferably prepared in RGB mode (not CYMK).



Example size ads for digital e-blasts