

rethinking schools



INFORMATION FOR ADVERTISERS *Celebrating our 30th anniversary!*

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. 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.

“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:

Rachel Kenison

ph: 414-964-9646

fax: 414-964-7220

rachel@rethinkingschools.org

Deadlines

Fall — Vol. 31, #1

Reservations July 14, 2016
 Finished Art July 21, 2016
 Publication Date August 31, 2016

Due

Winter — Vol. 31, #2

Reservations November 10, 2016
 Finished Art November 17, 2016
 Publication Date December 30, 2016

Due

Spring — Vol. 31, #3

Reservations January 26, 2017
 Finished Art February 2, 2017
 Publication Date March 15, 2017

Due

Summer — Vol. 31, #4

Reservations April 13, 2017
 Finished Art April 20, 2017
 Publication Date June 6, 2017

Due

Standard display is black and white

**Back & inside back cover price includes color*

Size	1X	2X	4X
*Back cover	\$1,450	\$1,225	\$1050
*Inside back cover	\$1,300	\$1150	\$950
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 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: Rachel Kension
rachel@rethinkingschools.org
 1001 E. Keefe Ave.
 Milwaukee, WI 53212

