



OUR MEMBERS
ARE YOUR BEST
CUSTOMERS.

OPPORTUNITIES TO ADVERTISE WITH LEARNING FORWARD

LEARNING FORWARD
MEDIA KIT
2018



Learning Forward, only association exclusively for those who work in educator professional development, gives you direct access to superintendents, central office leaders, principals, instructional coaches, and state and regional leaders in school improvement planning and professional development. These are the people on the lookout for effective professional learning programs and services, improvement strategies, technology, and books to improve the performance and results of their organizations.

They look forward to getting *The Learning Professional*, the bimonthly professional magazine addressing leadership and learning, and *Connect*, our monthly e-newsletter that reaches more than 34,000 readers. These platforms—and our well-attended annual conference—give them the answers they need. And they give you the chance to deliver your message directly to your target audience.



“Learning Forward is real time PD. I can read *JSD* [Now *The Learning Professional*] over a quick lunch and be ready with multiple strategies and ideas for my afternoon staff meeting.”

– Mike Ford
Superintendent,
Phelps-Clifton
Springs
Central School
District, Clifton
Springs, N.Y.

**THE LEARNING
PROFESSIONAL**
THE LEARNING FORWARD JOURNAL

You need to **connect with leaders** at the state, district, and school level who make decisions about school improvement and professional learning.

We know these leaders. They're our members.

WHO ARE OUR READERS?

75%

ARE FEMALE

85%

ARE OVER 40

90%

MASTER'S DEGREE
OR HIGHER

AREAS OF INFLUENCE

45%

SUPERINTENDENTS
CENTRAL OFFICE
ADMINISTRATORS

22%

TECHNICAL
PROVIDERS

17%

PRINCIPALS

16%

TEACHERS

80%

MORE THAN 80% OF OUR READERS AGREE THAT LEARNING FORWARD'S JOURNAL IS INSIGHTFUL, SPURS NEW THINKING, AND IS A SIGNIFICANT MEMBER BENEFIT.

75%

OF READERS DIRECTLY ATTRIBUTE LEARNING FORWARD'S JOURNAL TO HELPING THEM DO THEIR JOB BETTER!

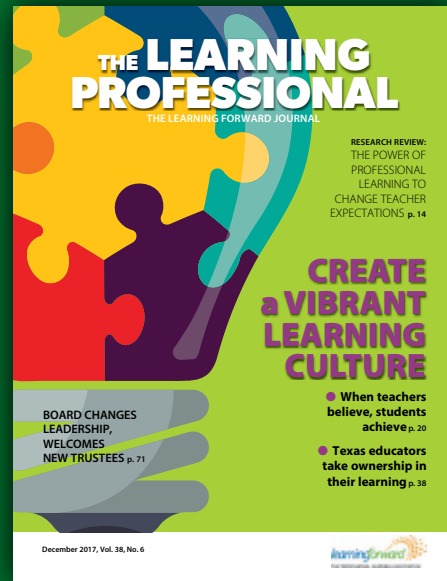
How Learning Forward helps you reach your target audience

The Learning Professional, Connect, and our annual conference program aren't just publications. They are tools that Learning Forward members actively use to make decisions. You can communicate directly to those with purchasing authorization for a fraction of what you pay to advertise elsewhere, and there's no better way to build a strong base for your products and services.

THE **LEARNING**
PROFESSIONAL

THE LEARNING FORWARD JOURNAL

Our newly revised journal is getting a lot of attention



Formerly titled *JSD*

***The Learning Professional* targets those who make their institutions' professional development buying decisions and is an important part of their decision-making process.**

Learning Forward's flagship publication, *The Learning Professional*, is the authority on professional learning for educators, and includes the most trusted and current information available on high-quality professional learning.

The Learning Professional reaches more than 7,600 principals, superintendents, teachers, coaches, curriculum and instruction administrators, human resource professionals, and state and regional leaders in school improvement planning.

THE LEARNING PROFESSIONAL
THE LEARNING FORWARD JOURNAL

“Learning Forward has helped us be smarter about how we organize for improvement, use data, and support professional learning, from the central-office level to individual teachers.”

– **Jill Baker** Assistant Superintendent, Long Beach Unified School District, Long Beach, Calif.

2018 Advertising Calendar

ISSUE	SPACE RESERVATION	PRESS-READY PDF FILES DUE
FEBRUARY 2018	Dec. 1, 2017	Jan. 1, 2018
APRIL 2018	Feb. 1, 2018	March 1, 2018
JUNE 2018	April 1, 2018	May 1, 2018
AUGUST 2018	June 1, 2018	July 1, 2018
OCTOBER 2018	Aug. 1, 2018	Sept. 1, 2018
DECEMBER 2018	Oct. 1, 2018	Nov. 1, 2018

Newsletter advertising opportunities

Connect e-newsletter

Connect is a monthly e-newsletter to more than 36,000 subscribers. Sponsorships include a 550 pixels wide x 120 pixels high ad in a prominent position.

SPONSORSHIP RATES

\$1,260 per issue

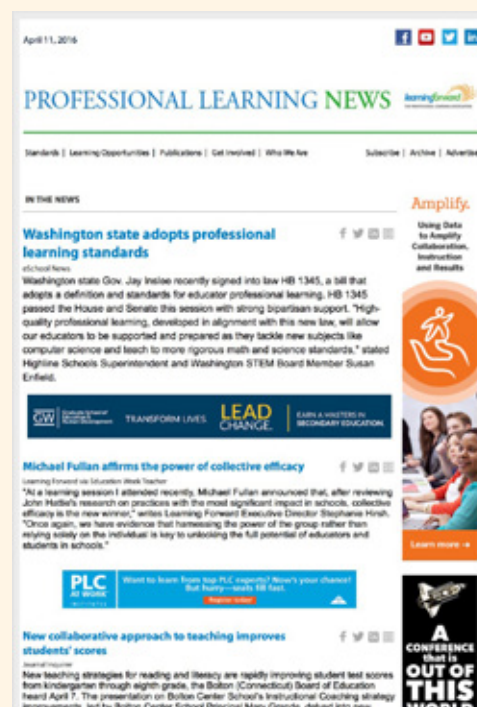
\$1,050 per issue for 3 or more issues

Contact **Renee Taylor-Johnson** at 513-523-6029, or renee@learningforward.org for details and space reservation.



Professional Learning News

Learning Forward's weekly email with news headlines has 19,000 subscribers. Digital advertising opportunities are available through Grant Connell, Manager, Association Products, at 972-402-7070, or email salesinquiries@multiview.com.



Conference advertising opportunities

Annual conference program

Reservations deadline: May 1, 2018 | Materials due: May 15, 2018



The conference program is sent to all members and participants and is the primary marketing vehicle for the conference.

More than 3,500 decision makers focused on school turnaround and talent management are expected to join us this year. These education leaders are a select group of individuals who have budget and decision-making authority for the types of products and services you provide.

CONFERENCE PROGRAM AD RATES

Full page	\$1,599
1/2 page	\$999
1/3 page	\$699

(all ads are 4-color process)

AD DIMENSIONS

Full page bleed	8.625" x 11.125"
Full page non-bleed	7.5" x 9.75"
1/2 page horizontal	7.5" x 4.75"
1/3 page horizontal	7.5" x 3.125"

Contact **Renee Taylor-Johnson** at renee@learningforward.org or 513-523-6029 for details and space reservation.

Mailing list

Learning Forward's postal mailing list can be rented for \$165 per thousand names, and email blasts can be sent for \$375 per thousand. Additional terms and conditions apply. Please visit our list manager's website, www.bit.ly/mgi-learn, for more information, or contact Candy Brecht at cbrecht@marketinggeneral.com or (703) 706-0383.

Ad sizes

Ad sizes (width x height). | Please indicate your space purchase by alphabet letter.

A
1/3 page vertical
2.153" x 9.875"

B
1/3 page horizontal
7.373" x 2.153"

C
2/3 page horizontal
7.373" x 6.643"

D
2/3 page vertical
5.012" x 9.875"

E
1/2 page horizontal
7.373" x 4.625"

F
Full page no bleed
7.373" x 9.875"

G
Full page bleed
8.889" x 11.386"

H
Outside back cover
8.889" x 8.586"

Rate table

4-COLOR	1X-3X	4X SAVE 10%	5X SAVE 15%	6X SAVE 20%
Inside front/ back cover	\$2,430	\$2,187	\$2,065	\$1,944
Full page	\$2,112	\$1,901	\$1,795	\$1,690
1/3 page	\$1,160	\$1,044	\$986	\$928
1/2 page	\$1,541	\$1,387	\$1,310	\$1,233
2/3 page	\$1,668	\$1,501	\$1,418	\$1,334
Back cover	\$3,176	\$2,858	\$2,700	\$2,541
BLACK & WHITE	1X-3X	4X SAVE 10%	5X SAVE 15%	6X SAVE 20%
Full page	\$1,588	\$1,429	\$1,350	\$1,270
1/3 page	\$635	\$572	\$540	\$508
1/2 page	\$1,016	\$914	\$864	\$813
2/3 page	\$1,143	\$1,029	\$972	\$914

Ad mechanical requirements

SPECIFICATIONS

Paper: High-quality matte finish

Trim: 8.375" x 10.875"

Live area: 7.373" x 9.875"

Binding: Saddle-stitched

Press: Sheet-fed cover,
web-offset text

Materials: Press-ready PDF files should be 300 dpi and CMYK.

HOW TO SEND MATERIALS.

Submit files by e-mail to
renee@learningforward.org.

Use the Insertion Order at the end of this media kit to place an order.

Corrections: Advertisers are responsible for ensuring the accuracy of their advertisements, including spelling. *The Learning Professional* staff will read ads and ask advertisers to send new files when corrections are required. The advertiser will be charged \$50 for each correction.

Terms: Full payment upon submission of final advertisement.

Agency commission: A 15 percent discount is given to recognized, independent advertising agencies only.

Multiple ad discount: A discount is offered when a contract for four or more consecutive advertisements is submitted with the first ad. Refer to the rate chart above.

**THE LEARNING
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Advertising insertion order

Advertiser information

Company Name:	Contact:
Address:	Phone:
City/State:	Fax:
Zip Code:	E-mail:

Insertion information

INSERTION DATE	ARTWORK DUE	AD SIZE	TYPE	PUBLICATION	COST	TOTAL
TOTAL \$						

Comments

Please sign and return this insertion order by faxing to: 513-523-0638

Approved and accepted by advertiser

Received and accepted by Learning Forward

Questions? Please contact Renee Taylor-Johnson at
513-523-6029 or renee@learningforward.org.

Ads not received by the due date may lose their space in the publication while the advertiser is responsible for the bill. Learning Forward reserves the right to edit or reject any advertising for any reason. Space is not guaranteed until confirmed by Renee Taylor-Johnson.

504 S. Locust Street | Oxford, OH 45056 | 800-727-7288 | 513-523-6029 | Fax: 513-523-0638 | www.learningforward.org