

Opportunities to advertise
with Learning Forward

Learning Forward 2021

Media Guide

learningforward 
THE PROFESSIONAL LEARNING ASSOCIATION



Our readers are education leaders



Learning Forward is the only association devoted to improving student results through advocacy and support for high-quality professional learning. Our readers and website visitors are education leaders – superintendents, central office leaders, principals, instructional coaches, and state and regional leaders.

More than 70,000 readers come to our publications and website to find the answers they need to solve learning challenges for both staff and students. Our bimonthly professional magazine, *The Learning Professional*, is their source to learn more about critical issues in the field. *Connect*, our monthly e-newsletter keeps them up to date with our organization, and *Professional Learning News*, our weekly news brief, ensures they stay connected to what is happening across the nation and around the world.

“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.

We know these leaders. They're our members.

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

WHO ARE OUR READERS?*

90%

ARE RESPONSIBLE FOR THE PROFESSIONAL DEVELOPMENT OF OTHERS.

83%

HAVE BEEN IN THE EDUCATION FIELD FOR MORE THAN 15 YEARS.

94%

MASTER'S DEGREE OR HIGHER

AREAS OF INFLUENCE



- 45% SUPERINTENDENTS | CENTRAL OFFICE | ADMINISTRATORS
- 22% TECHNICAL PROVIDERS
- 17% PRINCIPALS
- 16% TEACHERS

*Source: 2018 annual Learning Leaders survey.

THE LEARNING PROFESSIONAL

THE LEARNING FORWARD JOURNAL

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. Our vision is Equity and excellence in teaching and learning. Let our readers know that you share this vision.

84%

More than 80% of our readers agree that Learning Forward's Journal is insightful, spurs new thinking, and is a significant member benefit.

84%

of readers directly attribute Learning Forward's Journal to helping them do their job better!

The magazine for thought leaders in the field of educator learning



***The Learning Professional* is THE publication for 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 12,000 principals, superintendents, teachers, coaches, curriculum and instruction administrators, human resource professionals, and state and regional leaders in school improvement planning.

“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.

2021 Advertising calendar

ISSUE	THEME	SPACE RESERVATION	PRESS-READY PDF FILES DUE
February 2021	<p>Looking forward</p> <p>For our first issue of 2021, we'll be reflecting on where we've been over the past year and looking ahead to the future. We will examine what we have learned since the start of the pandemic that will help professional learning efforts in the years to come, especially about improving equity. We will examine topics like racial diversity in the workforce and building leaders' capacity to lead with an equity lens. We'll also share insights from Learning Forward networks and projects, including the research base behind the revision of the Standards for Professional Learning.</p>	Closed	—
April 2021	<p>Early learning</p> <p>Preschool and the early elementary years lay a vital foundation for later learning. Young students have unique needs, and that means their teachers and school leaders – including those who oversee multiple grade levels – need tailored professional learning. This issue will examine how to build capacity among teachers, administrators, and other leaders for meeting the needs of young students. Topics may include: professional learning for leaders who don't have a background in early childhood education; strategies for young students during remote learning and physically distanced classrooms; how to build equity in the early years; and building bridges between pre-K and the elementary grades.</p>	Closed	—
June 2021	<p>Action for racial equity</p> <p>What will it take to dismantle institutionalized racism and achieve equity in our schools? Learning Forward believes that professional learning is a critical lever in this process. In partnership with the Education Trust, this issue of The Learning Professional will focus on ways professional learning can equip teachers and leaders at all levels to take concrete steps that turn racial equity values into action.</p> <p>Articles should describe effective actions for equity and provide evidence that the actions are making a difference. We aim to feature multiple entry points to the urgent work of building equity, and we encourage submissions from educators and thought leaders at all levels (e.g., classrooms and schools; districts and charter management organizations; states and provinces; technical assistance providers and scholars). Topics may include: hiring and support practices that nurture teachers and leaders of color; instructional strategies for centering the voices of students of color; redesigned structures for class scheduling, staffing, and student discipline to disrupt inequity; selecting and implementing rigorous and culturally-sustaining content and curriculum; the evolving roles of district chief equity officers; and courageous leadership for productive struggle.</p>	March 31, 2021	April 15, 2021

2021 Advertising calendar

ISSUE	THEME	SPACE RESERVATION	PRESS-READY PDF FILES DUE
August 2021	<p>SEL for all</p> <p>Amid the twin pandemics of COVID and racism, students and educators are coping with alarming levels of stress, trauma, and mental health problems. How do we ensure that schools are safe and supportive for all, whether in person or online? This issue will focus on the essential role of professional learning, including how to equip educators with the tools to integrate social and emotional learning; support implementation of trauma-sensitive practices; and give educators space and strategies to cope with stress and build resilience. We welcome articles focused on students' and/or educators' SEL and well-being at all levels.</p>	May 31, 2021	June 15, 2021
October 2021	<p>School leadership in stressful times</p> <p>What does it mean to be a strong leader in these times? What skills and capacities do leaders need to support staff and students today, and how can professional learning build those capacities? This issue will examine strategies, tools, and key considerations for principals, assistant principals, teacher leaders, and other building-level leaders. Possible topics include: equity-focused leadership; how leaders can address pandemic-related learning loss; virtual professional learning networks for leaders; leadership coaching; and how to cultivate the next generation of leaders.</p>	July 31, 2021	August 15, 2021
December 2021	<p>Building equity through professional learning</p> <p>Learning Forward's vision for equity requires transformation at every level of the education system. This issue will build on the June 2021 issue to continue the conversation about how professional learning can build equity for all. It will examine specific ways that professional learning aligned to the Standards for Professional Learning is disrupting and dismantling causal inequities, with concrete strategies and examples. Check back here for more information about this issue in the coming months.</p>	September 30, 2021	October 15, 2021

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"

THE LEARNING PROFESSIONAL
THE LEARNING FORWARD JOURNAL

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

Newsletter advertising opportunities

Advertisement

SUPERCHARGE
Professional Learning

Supercharge Your Professional Learning: 40 Concrete Strategies that Improve Adult Learning

Learn More

CAST

Upcoming webinars

Announcing our spring webinar schedule

After taking a few weeks off for the holidays, we are happy to resume our popular Thursday afternoon webinar series starting next week. Registration is now available for all spring webinars. Can't make the live webinar? Register anyway to receive the webinar recording, presentation slides, and accompanying resources.

Sustaining your wellness for the long haul

Coaching and mentoring in a virtual world: What to keep and what to change

Transforming teaching through curriculum-based professional learning

January 14, 2021

PROFESSIONAL LEARNING NEWS learningforward.org

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IN THE NEWS

New learning model success starts with principals' support

Education One
Schools often use peer-based learning networks, usually within grade levels, where educators work together to make sure students are reaching set milestones before they graduate. But a formal professional learning community can bring more structure to these groups, and even give educators more of a voice in how curriculum is designed for students. In fact, leaders of Learning Forward have urged schools to make curriculum the primary focus of teachers' work in a PLC.

Solution Tree Be a champion of student learning Free Request Form 02/24

Top 10 Learning Forward tweets of 2018

Learning Forward
To bring in the new year, we collected the top 10 most-liked tweets and reposted them during the weeks leading up to New Year's Day. This list gives you insight into what topics our followers were interested in the most in 2018. Follow #Top10tweets2018 to view the tweets on Twitter.

Strategies that get results

Investing in teacher professional development benefits all

Let's Check Out News
Each personal classroom experience brings a sense of purpose to the teacher. A teacher's passion for education can be reignited by precious moments: lending a listening ear to students, receiving encouraging words from a colleague, and helping a student develop a better understanding about a personal problem or lesson. Besides these moments, how can teachers keep their passion alive? Professional development is one answer.

SPONSORED CONTENT

Benchmark Education
New PD Essentials Books from Adria Klein
• **Classroom professional books** featuring accessible formats and proven techniques accelerate the use of best practices.
• **Smart, Simple, Effective, Inspiring, and Other Ideas** help you understand the importance of...

Connect e-newsletter

Connect is a monthly e-newsletter to more than 70,000 subscribers. Sponsorships include a **600 pixels wide x 250 pixels high** ad in a prominent position.

SPONSORSHIP RATES

\$1,260 per issue

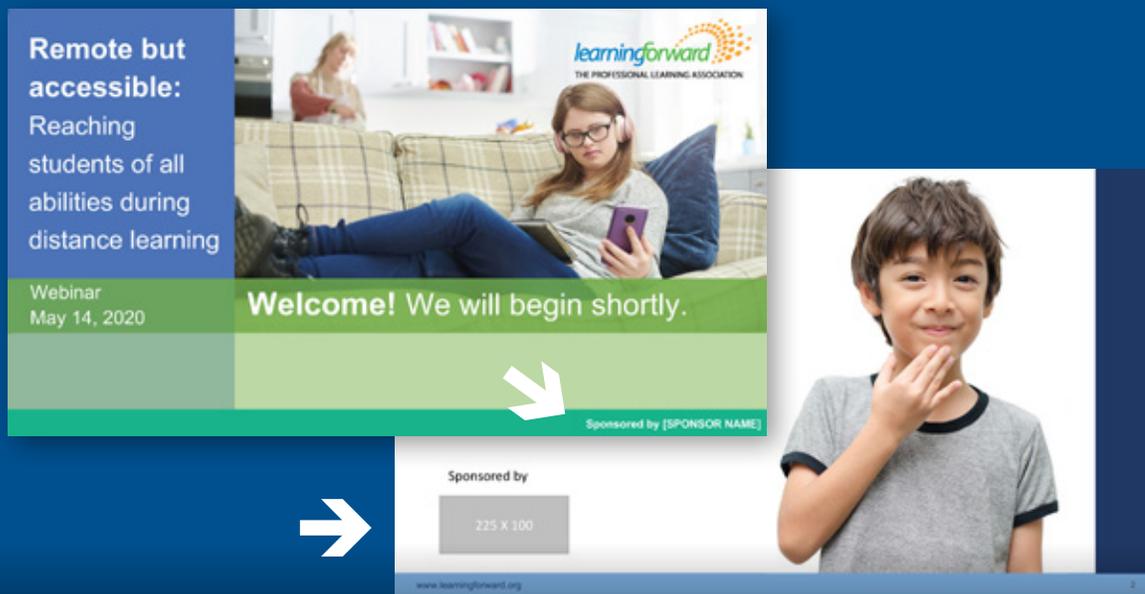
\$1,050 per issue for 3 or more issues

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 50,000 subscribers. Digital advertising opportunities are available through Grant Connell, Manager, Association Products, at 972-402-7070, or email salesinquiries@multiview.com.

Webinar sponsorship opportunities



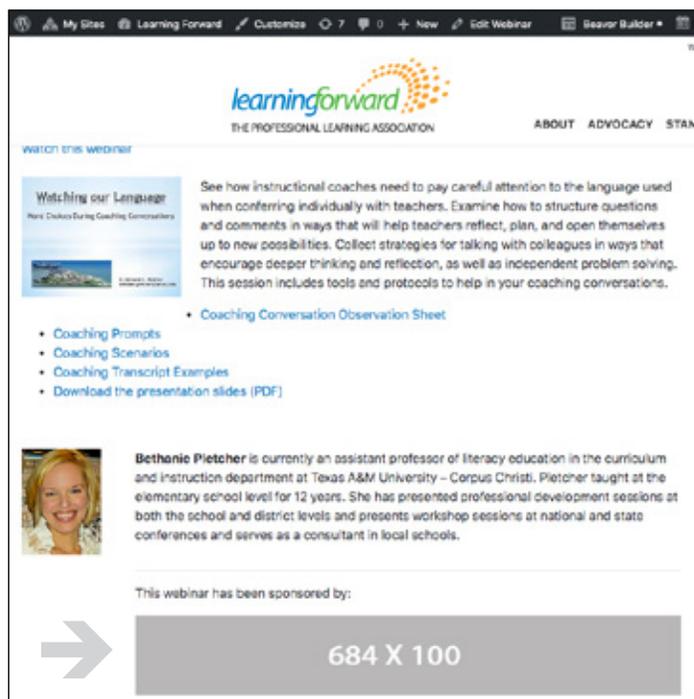
A lign your brand with Learning Forward’s highly popular webinar series. Thousands of professional development leaders come to Learning Forward to learn from top thought leaders through our webinar series.

Each webinar will have just one sponsor who will receive:

1. Company name on the opening slide
2. Logo on the closing slide
3. Company name on the confirmation email
4. Company name on the webinar’s follow-up email
5. Banner on the webinar page
6. One email send to attendees, from Learning Forward on your behalf.

WEBINAR SPONSOR RATES

Per webinar	\$1,500
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To see the webinar schedule, please visit learningforward.org/webinars.

To reserve space, contact **Renee Taylor-Johnson** at renee@learningforward.org or 513-523-6029 for details.

Ad mechanical requirements

Specifications

Paper: High-quality matte finish

Trim: 8.375" x 10.875"

Live area: 7.375" x 9.875"

Binding: Saddle-stitched

Press: Sheet-fed cover, web-offset text

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

Use the Insertion Order at the end of this media guide 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.

How to send materials.

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

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