

Opportunities to advertise  
with Learning Forward

# Learning Forward 2022-23

## Media Guide

*learningforward*   
THE PROFESSIONAL LEARNING ASSOCIATION

## Our readers are education leaders



**L**earning 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!



## Conference sponsorships



Network directly with more than **3,000 potential customers** and clients. Your support will be acknowledged in conference materials and throughout the conference in a variety of ways.

### Who attends?

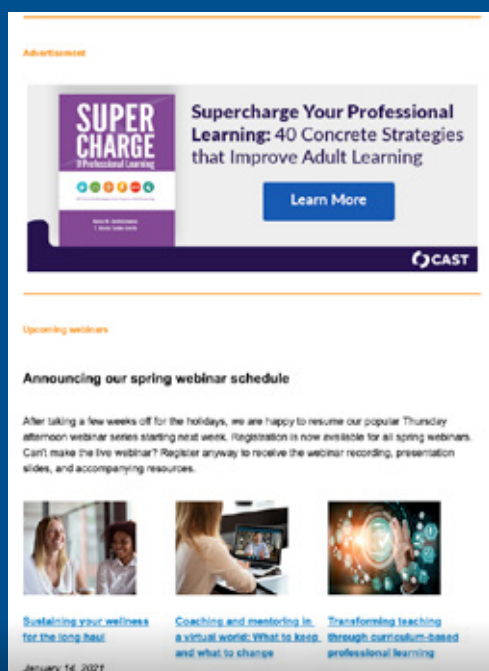
- Superintendents
- Directors of learning
- Curriculum and instruction directors
- State/regional/provincial education personnel
- Directors of professional development
- Principals
- Central office administrators
- Teachers
- Educational consultants

**97%**RECOMMEND, MAKE, OR  
APPROVE PURCHASES.

Visit [conference.learningforward.org/sponsors](https://conference.learningforward.org/sponsors) to learn more.

To take advantage of these sponsorship opportunities, please contact Carrie Freundlich by email: [carrie.freundlich@learningforward.org](mailto:carrie.freundlich@learningforward.org).

# Newsletter advertising opportunities



## 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](mailto: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 at 972-402-7070, or email [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com).

## Webinar sponsorship opportunities



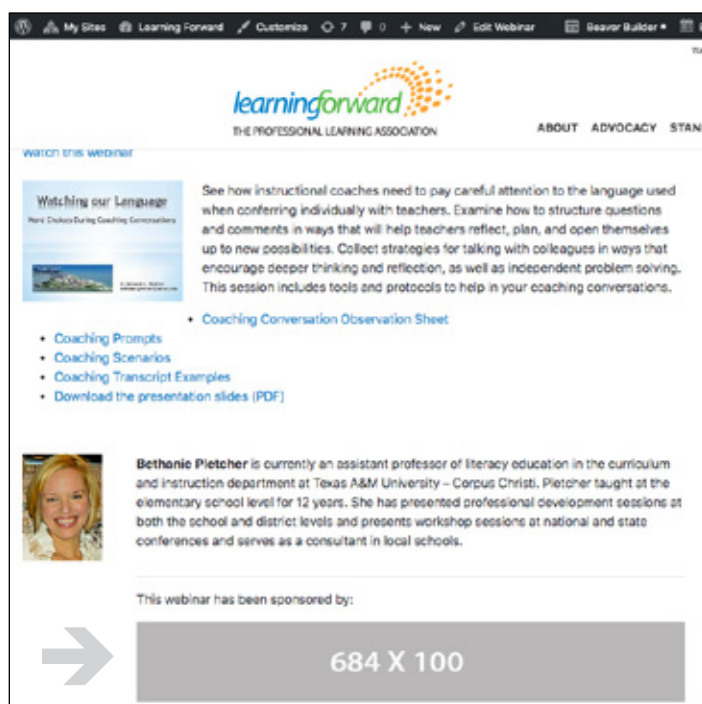
**A**lign your brand with Learning Forward's highly popular webinar series. Thousands of professional development leaders come to Learning Forward to learn from top thought leaders through our webinar series.

### 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](https://learningforward.org/webinars).

To reserve space, contact **Renee Taylor-Johnson** at [renee@learningforward.org](mailto:renee@learningforward.org) or 513-523-6029 for details.



## 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.**

**L**earning 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.**

## 2022-23 Advertising calendar

ISSUE	THEME	SPACE RESERVATION	PRESS-READY PDF FILES DUE	
<b>December 2022</b>	<b>Dismantling racism</b> Learning and leading for equity are fundamental themes of every issue of <i>The Learning Professional</i> , but this will be the next in an ongoing series of issues devoted to the topic of professional learning about racial equity and antiracism. Areas of particular interest include examples of systemic and district-wide approaches; integrating antiracism into coaching and other professional learning work; and lessons and insights about what's working and what hasn't worked..	September 30, 2022	October 15, 2022	
<b>February 2023</b>	<b>The retention challenge</b> An alarming number of teachers and leaders are exiting the field, leaving schools understaffed, students underserved, and educators feeling unfulfilled in their chosen profession. How do schools and systems provide the support educators need to stay connected and engaged? How does investing in professional learning and educator growth support retention, career growth, and a stable and successful workforce? This issue will look at how educational systems are providing their teachers and leaders with the instructional, logistical, financial, social and emotional, and other supports they need to remain in the field and benefit students for the long-term.	November 30, 2022	December 15, 2022	
<b>April 2023</b>	<b>Continuous improvement in schools</b> <i>This issue will be produced in partnership with the Bill &amp; Melinda Gates Foundation, so no ads will be available.</i> Networks for School Improvement provide powerful opportunities for teams of educators to learn and work collaboratively to achieve school and student goals. These networks engage in cycles of continuous improvement that align with Standards for Professional Learning and involve setting goals, designing intervention strategies, reviewing data, reflecting on progress and challenges, and making adaptations based on their learning. This issue will examine how Networks for School Improvement function, what they're learning, and how they are making a difference for schools and students.	N/A	N/A	
<b>June 2023</b>	<b>Accelerating learning</b> The Covid-19 pandemic left many students with unfinished learning, and students are still behind where they would normally be for their age and grade levels. This is especially true for students with the highest needs and those farthest from opportunity. While policymakers push for schools to play catch up, educators grapple with learning gaps that predate the pandemic. This issue will examine how professional learning enables teachers to assess students' needs, engage in differentiated instruction, accelerate learning for students farthest behind, and implement effective strategies for academic recovery and advancement.	March 31, 2023	April 15, 2023	

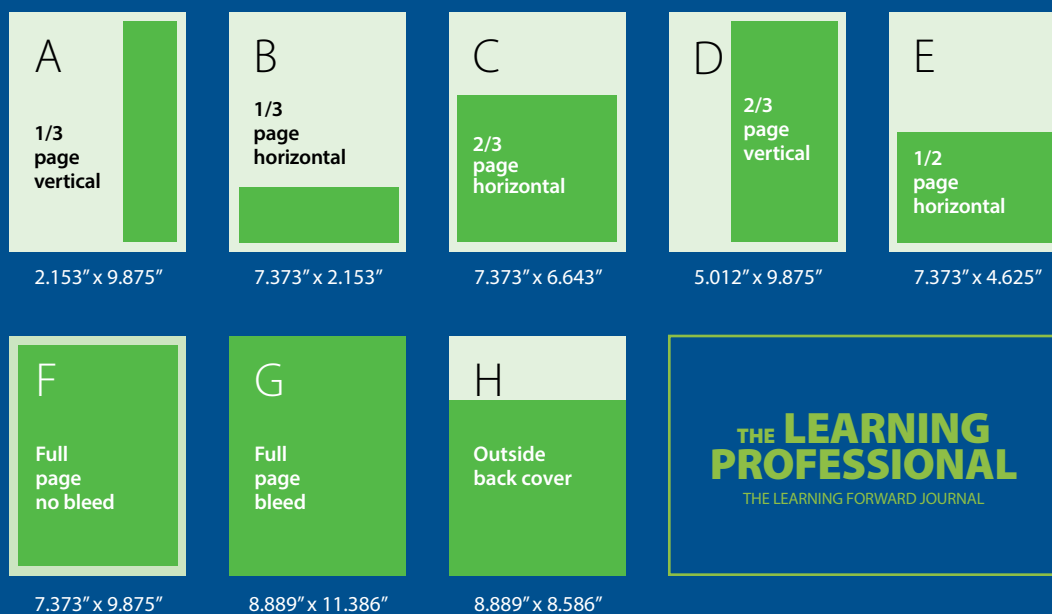


## 2022-23 Advertising calendar

	ISSUE	THEME	SPACE RESERVATION	PRESS-READY PDF FILES DUE	
	<b>August 2023</b>	<b>About time</b> Time is an essential resource for professional learning, and the most frequently asked questions about professional learning center around finding time to ensure that job-embedded, collaborative learning makes a difference for teaching and student learning. Often, we hear educators ask, "How do we find time in our busy schedules for professional learning?" "How many hours of professional learning do we need to make a difference?" This issue will examine these and other questions about time.	May 31, 2023	June 15, 2023	
	<b>October 2023</b>	<b>Supporting students with special needs</b> All educators need to know how to support students with a range of needs, particularly given the stresses and setbacks of the past couple of years. This issue will look at how high-quality, standards-based professional learning gives teachers, administrators, and professional learning leaders the knowledge and tools to meet the needs of students with special academic, social, and behavioral needs.	July 31, 2023	August 15, 2023	
	<b>December 2023</b>	<b>The next step</b> In an ideal system, professional learning supports educators across the career continuum, from their first days in the classroom to deepening practice to developing leadership capacity. This issue will explore how professional learning helps educators navigate their career development and serve students with equity and excellence as they progress in the profession.	September 30, 2023	October 15, 2023	

## Ad sizes

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



## 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:** 7.375" 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](mailto: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

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**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](mailto: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](http://www.learningforward.org)