

2011 advertising media kit

reach

EDUCATION
DECISION
MAKERS

with

JSD

THE
AUTHORITY ON
PROFESSIONAL
LEARNING



ABOUT LEARNING FORWARD

(formerly National Staff Development Council)

Learning Forward's purpose is ensuring that every educator engages in effective professional learning every day so every student achieves.

Learning Forward is an international association of learning educators focused on increasing student achievement through more effective professional development. To learn more about the impact of high-quality professional learning, visit www.learningforward.org.

For more information on our programs and services, please contact:

Learning Forward
800-727-7288 or 513-523-6029
Fax: 513-523-0638
E-mail: office@learningforward.org
www.learningforward.org

ABOUT JSD

JSD is Learning Forward's bimonthly professional magazine addressing leadership and learning. *JSD* is the authority on professional learning for educators.

Each issue includes:

- **ARTICLES** prepared by education writers as well as leading practitioners who bring real-world experience to the challenges of school improvement and organizational change.
- **TIMELY TOPICS** such as technology, professional learning communities, and social justice.
- **COLUMNS** by experts who explore issues such as improving cultural proficiency, building collaborative cultures, and putting Learning Forward's standards into practice.

JSD READERS ARE:

- **PRINCIPALS**
- **SUPERINTENDENTS**
- **DIRECTORS** of professional development programs in local school districts and in regional service agencies
- **CENTRAL OFFICE** administrators in curriculum, instruction, and human resources
- **TEACHERS and SCHOOL-BASED COACHES**
- **STATE AND REGIONAL LEADERS** in school improvement planning

JSD is published six times a year for members of Learning Forward as part of their membership in the organization. *JSD* reaches more than 12,000 educators with every issue.

JSD themes for 2011

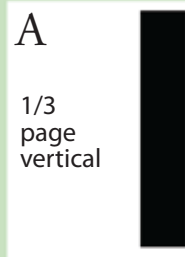
Issue	Theme	Space reservation	Press-ready PDF files due	In the mail
February 2011	Working with external partners	Nov. 15, 2010	Dec. 1, 2010	Early February
April 2011	Transforming professional learning: The journey	Jan. 15, 2011	Feb. 1, 2011	Early April
June 2011	Teacher leadership	March 15, 2011	April 1, 2011	Early June
August 2011	Standards for professional learning	May 15, 2011	June 1, 2011	Early August
October 2011	Learning designs	July 15, 2011	Aug. 1, 2011	Early October
December 2011	Resources to support professional learning	Sept. 15, 2011	Oct. 1, 2011	Early December

To make a reservation: Christine Stevenson, 972-421-0903. To receive a complimentary copy: 800-727-7288.

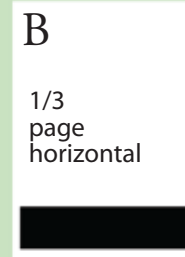
JSD

Ad sizes (width x height)

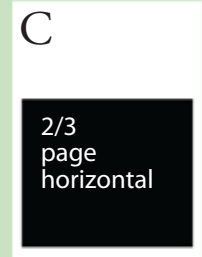
Please indicate your space purchase by alphabet letter.



2.153" x 9.875"



7.373" x 2.153"



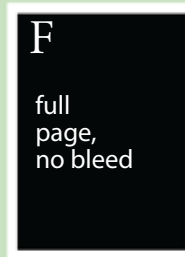
7.373" x 6.643"



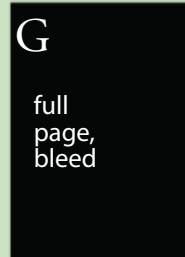
5.012" x 9.875"



7.373" x 4.625"



7.373" x 9.875"



8.889" x 11.386"



8.889" x 8.586"

Rates (now 6 issues per year)

Effective 11/01/10 through 10/31/11

4-COLOR RATES	1x-3x	4x	5x	6x
		(save 10%)	(save 15%)	(save 20%)
Inside front/back cover	\$2,315	\$2,084	\$1,968	\$1,852
Full page	\$2,012	\$1,811	\$1,710	\$1,610
1/3 page	\$1,105	\$ 995	\$ 939	\$ 884
1/2 page	\$1,468	\$1,321	\$1,248	\$1,174
2/3 page	\$1,589	\$1,430	\$1,351	\$1,271
Back cover, 4-color	\$3,025	\$2,723	\$2,571	\$2,420

B&W RATES	1x-3x	4x	5x	6x
		(save 10%)	(save 15%)	(save 20%)
Full page	\$1,512	\$1,361	\$1,285	\$1,210
1/3 page	\$ 605	\$ 545	\$ 514	\$ 484
1/2 page	\$ 968	\$ 871	\$ 823	\$ 774
2/3 page	\$1,089	\$ 980	\$ 926	\$ 871

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

HOW TO SEND MATERIALS

Submit files by e-mail to christine.stevenson@learningforward.org. Send a paper proof of

the final ad by fax to 972-421-0899, or by mail to Learning Forward, ATTN: Christine Stevenson, 17330 Preston Road, Suite 106-D, Dallas, TX 75252.

Corrections: Advertisers are responsible for ensuring the accuracy of their advertisements — including spelling. *JSD* 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% 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.

To make a reservation: Christine Stevenson, 972-421-0903. To receive a complimentary copy: 800-727-7288.

Additional advertising opportunities

ANNUAL CONFERENCE PROGRAM

Learning Forward is hosting its 2011 Annual Conference Dec. 3-7, 2011, in Anaheim, Calif. Our Annual Conference is THE Learning Conference. The conference program is sent to over 10,000 members and is the primary marketing vehicle for the conference.

The average attendance for the last three Annual Conferences was 3,769. This year, we expect over 3,500 educators to join us from across North America.

These educators 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, B&W \$1,512

1/2 page, B&W \$968

1/3 page, B&W \$605

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"

Reservations deadline: May 1, 2011

Materials due: May 15, 2011

Save 20% on space when you advertise in both the conference program and *JSD*. Contact Christine Stevenson at 972-421-0900 for details and space reservation.



CONNECT E-NEWSLETTER

Connect is a monthly e-newsletter that alerts over 30,000 member readers and subscribers to postings at www.learningforward.org, to new publications, learning events, and organizational news and updates. Sponsorships are exclusive — only one sponsorship per issue — so reserve your space today.

Sponsorships include a 175 pixels wide x 250 pixels high logo in a prominent position at the top of the e-newsletter.

Sponsorship rates

\$1,200 per issue

\$1,000 per issue for 3 or more issues

MAILING LIST

Learning Forward's member list may be rented at a cost of \$165 per 1,000 names. The list can be provided as: pressure-sensitive labels, diskette, or e-mail file. The list can be delivered within five to seven working days. Information regarding the list is available through MGI Lists. Please call 800-899-4420, ext. 383 or e-mail cbrecht@mgilists.com.

For information on:

- Ad space reservation
- Insertion orders,
- Advertising questions,
- Conference sponsorship
- Exhibiting opportunities

contact

Christine Stevenson

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