

# Education*Next*



## ADVERTISING OPPORTUNITIES PRINT/ONLINE AD PACKAGES NOW AVAILABLE!



### Package Rates

For a limited time, Education Next is offering a 20% discount to advertisers interested in a package that includes both print and online ad space. Three popular packages are listed below. If your organization is interested in a package not listed here, please get in touch with us to discuss your organization's needs.

Print Size	Number of Impressions	Cost
Full Page Premium	30,000	\$2,000
Full Page	25,000	\$1,800
1/2 Page	15,000	\$1,160

# EducationNext

## ADVERTISING IN PRINT

**E**ducation Next's quarterly journal reaches an audience of 16,000 readers made up of academics, policy makers, educators, and lay people interested in K-12 education reform.

The journal is printed 4 times a year and is available to readers through both subscriptions and for purchase in book stores.



### Rates

Size	Single Purchase	Multiple
Full Page Premium*	\$1750	\$1650
Full Page	1625	1525
1/2 Page	1075	975
1/3 Page	925	825
2 Page Spread	2500	2400
Inside Back Cover	1875	1775

\* Front of journal, before first article

### Winter 2017

Materials Due: October 8  
In Mail By: November 21

### Spring 2017

Materials Due: January 17  
In Mail By: February 28

### Summer 2017

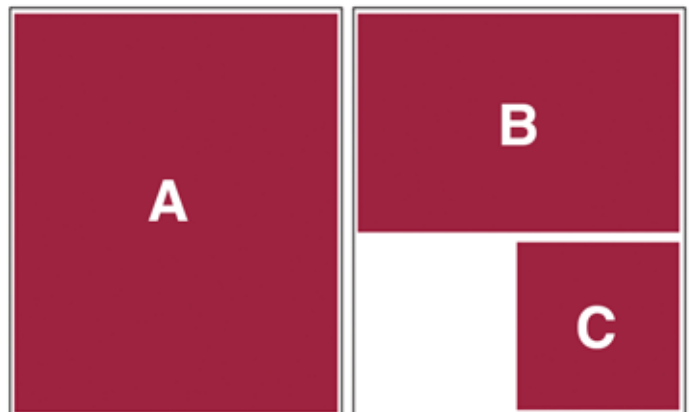
Materials Due: April 11  
In Mail By: May 24

### Fall 2017

Materials Due: July 18  
In Mail By: August 30

### Dimensions

Size	Width x Height	Ex.
Full Page	7.25" x 10"	A
1/2 Page (Horizontal)	7.25 x 4.5	B
1/3 Page (Square)	4.75 x 4.75	C



## ADVERTISING ONLINE

EducationNext.org is a valuable resource to those interested in up-to-date information on education reform.

New content, including articles, blog posts, podcasts, and videos, is published daily. The site also includes complete comprehensive archives, author profiles, and daily education news postings from newspapers around the country.

Bloggers have included Education Next editors, former governors, renowned economists and academics, directors of public policy programs, and more.

EducationNext.org receives more than 125,000 visitors and 175,000 pageviews per month and has an intelligent and passionate reader base.

### Rates

#### Placement

180 x 150	\$25 CPM
300 x 100 (homepage)	\$25 CPM

For more details on our advertising program, contact the Education Next Advertising team at [en\\_ads@hks.harvard.edu](mailto:en_ads@hks.harvard.edu) or at 617-496-5488.

The screenshot displays the EducationNext website interface. At the top, the logo 'EducationNext' is prominent, with 'Education' in black and 'Next' in red. Navigation links include HOME, THE JOURNAL, BLOG, TOPICS, MULTIMEDIA, CONNECT, EFFACTS, and ARCHIVES. A search bar is located on the right. The main content area features an article titled 'Moving Edtech Forward' by Michael B. Horn, with a sub-headline 'School networks AITschoal and Summit are betting on a breakthrough'. Below the article is an artist rendering of a modern classroom. To the right, there is a 'SPONSORED RESULTS' section with advertisements for 'Data-Driven Instruction', 'HOOVER INSTITUTION', 'STANFORD UNIVERSITY', 'HARVARD Kennedy School', 'FORDHAM', 'élan Learning Management System', and 'TTN'. At the bottom right, there is a 'SIGN UP TO RECEIVE NOTIFICATION' form.

## ABOUT *EDUCATION NEXT*

**E***ducation Next* bases its editorial policy on the premise that the education sector is ripe for major change and reform. We publish articles that feature some of the best current thinking on issues such as encouraging school choice, raising standards, and improving teacher quality.

We are committed to encouraging the open exchange of ideas, presenting the latest research findings, and stimulating thoughtful discourse about contemporary education.

Since the Spring of 2001, *Education Next* has produced high quality quarterly journals which have disseminated cutting edge research and thoughtful feature articles that are as accessible to the everyday parent as they are to academics.

In fact, according to a study released by the Editorial Projects in Education (EPE) Research Center, *Education Next* is the most influential journal and the 8th most influential source of information about K-12 education over the past decade.

In 2009 *Education Next* launched a comprehensive website, <http://educationnext.org> which houses not only full archives of our print content but also hosts blogs, videos, and podcasts, with new material available daily.



*Martin R. West*  
*Editor-in-Chief*