

EducationNext



ADVERTISING OPPORTUNITIES PRINT/ONLINE AD PACKAGES NOW AVAILABLE!



Package Rates

Education Next offers a 15% discount to advertisers interested in a package that includes both print and online advertisements. 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	\$1,400
Full Page	25,000	\$1,210
1/2 Page	15,000	\$485

For more details contact the Education Next Advertising team at en_ads@hks.harvard.edu or at 617-496-5488

ADVERTISING IN PRINT

Education Next reaches a targeted audience of active participants in the education reform conversation, including many policy makers at the national, state, and local levels and journalists at elite media outlets.

Education Next is a quarterly journal with a circulation of 3,000 copies and is available via subscription and at major education conferences throughout the U.S.



Rates

Size	Single Purchase	Multiple
Full Page Premium*	\$900	\$800
Full Page	\$800	\$700
1/2 Page	\$530	\$430
1/3 Page	\$350	\$250
2 Page Spread	\$1,225	\$1,125
Inside Back Cover	\$950	\$850

* Front of journal, before first article

Spring 2018

Materials Due: January 17
In Mail By: February 28

Summer 2018

Materials Due: April 11
In Mail By: May 24

Fall 2018

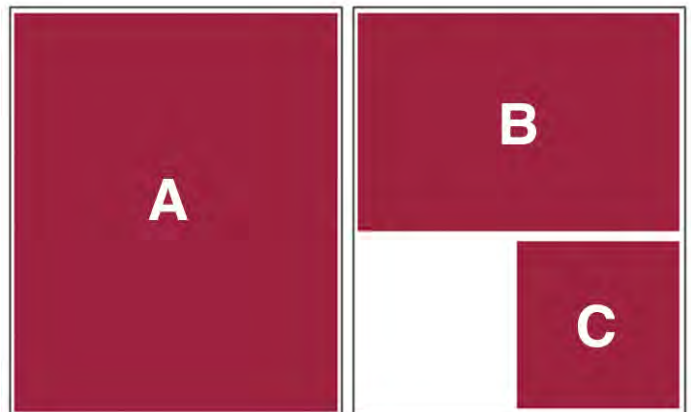
Materials Due: July 18
In Mail By: August 30

Winter 2019

Materials Due: October 5
In Mail By: November 16

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 almost 2 million pageviews annually and has an intelligent and passionate reader base.

Rates

Placement

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

Geographically targeted advertising is available at an additional cost. Please inquire to receive a quote.

For more details on our advertising program and special limited-time discounts, contact the Education Next Advertising team at en_ads@hks.harvard.edu or at 617-496-5488.

The screenshot shows the EducationNext website interface. At the top, the logo "EducationNext" is displayed in black and red. To the right, there is a "SUBSCRIBE to EdNext" and "ADVERTISE in EdNext" link with a "Connect" button. Below the logo is a navigation menu with links for HOME, THE JOURNAL, BLOG, TOPICS, MULTIMEDIA, CONNECT, EDFACTS, and ARCHIVES. A search bar is also present. The main content area features an article titled "Hamilton Goes to High School" by Wayne D'Orio. The article includes a photo of students waiting outside the Richard Rodgers Theatre in New York City. To the right of the article, there are sponsored results from Johns Hopkins School of Education and Harvard Kennedy School. Below the article, there are related EdNext articles and two email alert sign-up forms: "SEND ME THE EDUCATION NEXT DAILY EMAIL ALERT" and "NOTIFY ME WHEN EDUCATION NEXT POSTS A BIG STORY".

Education*Next*

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.

Our comprehensive website, <http://educationnext.org>, 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