

# GOteach

The official magazine of the Future Educators Association

GO TEACH AND  
PDK INTERNATIONAL  
ADVERTISING  
MEDIA KIT  
2012-13

reach  
high school  
students  
interested in  
education  
careers

PRINT

**PDK INTERNATIONAL FAMILY OF ASSOCIATIONS**

PDK INTERNATIONAL • PI LAMBDA THETA • FUTURE EDUCATORS ASSOCIATION®

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**Go Teach** is the official magazine of the Future Educators Association ([www.futureeducators.org](http://www.futureeducators.org)), a federally recognized Career and Technical Student Organization (CTSO). It is mailed four times a year to 10,000 FEA members (mostly juniors and seniors in high school who are preparing for college in an effort to pursue education careers), FEA advisors (high school faculty members who advise the FEA chapters), and FEA state directors.

The magazine has a strong emphasis on college readiness, as well as a focus on information about careers in education. *Go Teach* aims to elevate the image of the teaching profession by exploring new ways to teach and learn in the 21st century. It helps to ensure that future educators will begin their careers with the skills and experiences they need to change lives.

Membership in FEA is the first step in an educator's journey with the PDK family of education associations, introducing members to a lifetime of programs and resources intended to support every phase of their education career. After leaving FEA, students can continue to the next level of their journey by joining Pi Lambda Theta, an education honor society engaging college students and new teachers. The final step on the journey is membership in PDK, a prestigious professional association of experienced teachers, K-12 administrators, and teacher educators. Pi Lambda Theta and PDK also offer publications to support the professional growth of their members. Pi Lambda Theta publishes *Educational Horizons* (four times yearly) and PDK publishes *Phi Delta Kappan* (eight times yearly).



*100% of students said Go Teach has information they can use as future teachers.*

### ISSUES AND CLOSING DATES

Issue	Space Reservations	Materials Due	Issue Mailed
August/September 2012	5/31/12	6/29/12	8/15/12
November/December 2012	9/20/12	10/19/12	11/16/12
January/February 2013	11/14/12	12/13/12	1/18/13
March/April 2013	1/17/13	2/15/13	3/15/13

*88% of students and advisors said they would pass Go Teach along to another student.*

Cover photo: *Emma McDonald*

**GO TEACH PRINT ADS: SIZES AND RATES**

**TWO-PAGE SPREAD**  
 Bleed  
 Live: 15<sup>5</sup>/<sub>8</sub>" x 9<sup>7</sup>/<sub>8</sub>"  
 Trim: 16<sup>3</sup>/<sub>4</sub>" x 10<sup>7</sup>/<sub>8</sub>"  
 Bleed: 17" wide x 11<sup>1</sup>/<sub>8</sub>" tall  
 (For bleed, build facing pages to trim at 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>" each and add 1/8" to all trim edges on export.)

B&W		4-Color*	
1x	2-4x	1x	2-4x
\$2,200	\$1,980	\$2,500	\$2,250

**FULL PAGE**  
 Bleed  
 Live: 7<sup>1</sup>/<sub>4</sub>" x 9<sup>7</sup>/<sub>8</sub>"  
 Trim: 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"  
 Bleed: 8<sup>5</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"  
 (For bleed, build facing pages at 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>" and add 1/8" to all trim edges on export.)

B&W		4-Color	
1x	2-4x	1x	2-4x
\$1,120	\$1,000	\$1,275	\$1,150

**FULL PAGE**  
 (No bleed)  
 Live: 7<sup>1</sup>/<sub>4</sub>" x 9<sup>7</sup>/<sub>8</sub>"  
 Trim: 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"

\* All color, including color in embedded files, must be CMYK process (no RGB, Pantone, or spot colors).

**HALF PAGE HORIZONTAL**  
 7<sup>1</sup>/<sub>4</sub>" x 4<sup>3</sup>/<sub>4</sub>"

**HALF PAGE VERT.**  
 3<sup>1</sup>/<sub>2</sub>" x 9<sup>7</sup>/<sub>8</sub>"

B&W		4-Color	
1x	2-4x	1x	2-4x
\$565	\$510	\$640	\$575

96% of students and advisors said Go Teach has information they can use to get ready for college.

**FOURTH PAGE VERT.**  
 3<sup>1</sup>/<sub>2</sub>" x 5"

**FOURTH PAGE HORIZONTAL**  
 4<sup>3</sup>/<sub>8</sub>" x 3<sup>7</sup>/<sub>8</sub>"

RATES B&W		4-Color	
1x	2-4x	1x	2-4x
\$280	\$250	\$320	\$290

**INSIDE FRONT OR INSIDE BACK COVER**  
 Bleed  
 Live: 7<sup>1</sup>/<sub>4</sub>" x 9<sup>7</sup>/<sub>8</sub>"  
 Trim: 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"  
 Bleed: 8<sup>5</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"

RATES B&W		4-Color	
1x	2-4x	1x	2-4x
\$1,230	\$1,110	\$1,400	\$1,260

Mailing label

**BACK COVER**  
 Live: 7<sup>1</sup>/<sub>4</sub>" x 7<sup>3</sup>/<sub>8</sub>"  
 Trim: 8<sup>3</sup>/<sub>8</sub>" x 8<sup>1</sup>/<sub>2</sub>"

RATES 4-Color	
1x	2-4x
\$1,500	\$1,350

## 2012-13 GO TEACH EDITORIAL CALENDAR

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### August/September 2012 ■ Future educators and education policy

It's an election year, and education is a hot topic. How might this election affect future educators? What policy issues are students concerned about? How can students express their views and ensure their voices are heard? How can students translate their interest in education policy into a career?

• Space reservation: 5/31/12 • Materials due: 6/29/12 • Print edition mailed: 8/15/12

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### November/December 2012 ■ The path to college

College is an important step on the road to becoming a teacher. How does the Common App and its update in 2013 impact the college application process? What are some nontraditional paths to earning a bachelor's degree? How can future educators afford their college education?

• Space reservation: 9/20/12 • Materials due: 10/19/12 • Print edition mailed: 11/16/12

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### January/February 2013 ■ Education as the equalizer

Education provides an avenue for all students to improve themselves and reach their dreams. How can future teachers create a welcoming classroom for students of all abilities? What impact are students having on green schools? How can future teachers start to change the world, one student at a time?

• Space reservation: 11/14/12 • Materials due: 12/13/12 • Print edition mailed: 1/18/13

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### March/April 2013 ■ Teachers as leaders

In today's world, teachers are called upon to be leaders not only in the classroom but also in their communities and with policy makers. What does it mean to be an education leader? What leadership traits can future educators develop now? What opportunities can students take advantage of to build their leadership skills?

• Space reservation: 1/17/12 • Materials due: 2/15/13 • Print edition mailed: 3/15/13

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### Regular features in all issues include:

Advice from a college admissions counselor

Quizzes on teaching-related topics, such as "How do I know if teaching is right for me?"

Q&A with teachers who are using innovations in teaching and learning

Profiles of outstanding FEA students and leading teachers

Columns by FEA students

*"I liked the information it had about getting ready for college and also about teaching."*

— High school junior

## TERMS

Agency commission: 15% to accredited agencies only if paid within 30 days from invoice date. Agency is fully responsible for all advertising ordered and published. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to publisher.

Nonprofit discount: Please ask about discounts available to qualified nonprofit organizations.

Terms: Net 30 days. Balances due over 60 days are subject to a 2% per month service charge.

Cancellation of space reservation cannot be accepted after closing date. Failure to notify will result in full cost of insertion. Cancellation before closing date must be made in writing.

**First-time advertisers must pay in advance to establish credit.** With general rate increases, advertisers are protected for the duration of existing contracts within two months from effective date of increase.

*Kappan*, *Educational Horizons*, and *Go Teach* are the official magazines of PDK International, Pi Lambda Theta, and the Future Educators Association and, as such, publish advertising to provide information to its readers and members. The editors reserve the right to limit the placement of advertising within the magazines. Advertising must be typeset and tastefully laid out.

The publisher reserves the right to exclude any advertisement that does not conform to the standards of the publication. Advertisers and their agencies, when placing an ad, take full responsibility for the content of their ad and agree to hold PDK harmless against any damages, costs, and expenses incurred in defending or compromising any claim or action arising by reason of claim by a third party based on an allegation that any portions of that ad constitute a copyright violation or that any portions are inaccurate, misleading, or defamatory in nature or constitute an invasion of privacy. The publisher will not be bound by conditions, printed or otherwise, which appear on contracts, insertion orders, copy instructions, etc., that conflict with the policies of PDK International. The publisher may insert the word "advertisement" prominently into any advertisement which simulates editorial content.

## PRINT MATERIALS SPECIFICATIONS

Please contact us before sending your ad if you have any questions about specifications or file preparations.

### GENERAL NOTES

PDK International and its production partners are not responsible for errors due to improper file preparation. We cannot provide "make-goods" or other compensation for ads that do not print properly due to improper file preparation.

Additional charges may apply to prepare the ad for print reproduction if files are improperly prepared. PDF and EPS file formats may be converted to Photoshop TIFF format if fonts and/or images are not properly embedded.

### PRINT SPECIFICATIONS

Digital PDF/X-1A or PDF/X-4 files are required. Please print pdfs using these specifications:

#### Color Images

Compression: Manual Zip (8 bit) or JPG Maximum Quality  
Resolution: Downsample to 300 dpi

#### Greyscale Images

Compression: Manual Zip (8 bit) or JPG Maximum Quality  
Resolution: Downsample to 300 dpi

#### Monochrome Images

Compression: CCITT Group 4  
Resolution: Downsample to 1200 dpi

Compress Text and Line Art

Embed all fonts/Subset fonts below: 100%

**OUTPUT:** Composite CMYK

Do NOT include hyperlinks

Please preflight ad in Adobe Acrobat and convert to PDF/X-1a (SWOP) or PDF/X-4 (SWOP) compliance.

### PRINT IMAGE FILE FORMATS

Color and Grayscale:

TIFF (High resolution - 300 dpi)  
JPG (High resolution - 300 dpi)

Adobe Illustrator EPS files: Convert all text to outlines.

Confirm that all images and text, including all embedded images and text, are black-and-white and/or grayscale (for black-and-white ads) or in CMYK mode (for color ads).

Line: TIFF (Bitmap; 1200 dpi recommended) or EPS

Required: All image files must be at least 300 effective ppi/dpi for acceptable reproduction. Images of less than 150 effective ppi/dpi will generate press stoppage charges.

### TRIM SIZE/MARGINS/BLEED

Magazine trim size: 8-3/8" x 10-7/8"

Full-page trim size with bleed: + 1/8" all around (8-5/8" x 11-1/8")

Full-page live area: 7-1/4" x 9-7/8"

Margin tolerance (no text or critical images in the area 3/16" inside any trim edge), that is, copy that you do not want to bleed or trim should be positioned at least 3/16" inside the trim edges.

### COLOR

**Black-and-white ads:** Be sure that any black or gray used in black and white ads is made up only of black and not a combination of colors. Note that the default black in Photoshop is RGB or in CMYK mode is actually made up of Cyan 75%, Magenta 68%, Yellow 67%, Black 90%. Change this to black only. Check all embedded EPS and PDF files to make sure that they do not contain color elements.

**Color ads must be submitted as CMYK and all elements must be in CMYK mode.** Please check all images, including embedded EPS and PDF images, to be sure that they are in CMYK mode and not in RGB mode.

### FONTS

In order to avoid the single most common production problem we encounter — failure to embed all fonts and images — please check your native files to be sure that all fonts are available and loaded and then be sure to embed all fonts when you export to pdf.

### SCANS

Save scans in TIFF or EPS format. Do not output scans on film.

**Line Art:** Line art should be scanned at 900-1200 dpi and saved as a TIFF. Be sure that line art is not scanned as a halftone. (In Photoshop use the Bitmap mode.)

**Black-and-white photos:** Black-and-white photos should be scanned at 300 dpi as grayscale. Ideally, the shadow dot should not exceed 91%; any dot under 4% will drop to white.

**Four-color images:** Four-color images should be scanned at 300 dpi and converted to CMYK, using UCR for separation type, with an ink limit sum of 280%. The high-resolution image should be imported directly into the document. (Do NOT check the OPI option in any palette.) Do not use a low-resolution FPO image. Scan images as close to the actual reproduction size as possible. Avoid sending unnecessarily large high-resolution files.

### HOW TO SEND MATERIALS

Submit files by e-mail to: [pdkadv@pdkintl.org](mailto:pdkadv@pdkintl.org).