

Rate Card

DISPLAY ADVERTISING RATES

Frequency		Full page	2/3 page	Jr. 1/2 page	1/2 page	1/3 page
1X	4-color	\$9,800	\$7,500	\$6,750	\$6,250	\$4,300
	2-color	\$8,550	\$7,000	\$6,150	\$5,650	\$3,750
	B&W	\$8,050	\$6,250	\$5,950	\$5,100	\$3,300
2X	4-color	\$9,250	\$7,200	\$6,250	\$6,000	\$3,950
	2-color	\$8,050	\$6,850	\$5,950	\$5,400	\$3,600
	B&W	\$7,550	\$6,000	\$5,350	\$4,700	\$3,050
4X	4-color	\$8,500	\$6,800	\$5,950	\$5,500	\$3,650
	2-color	\$7,550	\$5,900	\$5,250	\$4,550	\$3,100
	B&W	\$7,050	\$5,400	\$4,600	\$4,000	\$2,850
8X	4-color	\$8,000	\$6,500	\$5,700	\$5,250	\$3,400
	2-color	\$7,050	\$5,575	\$5,000	\$4,250	\$2,900
	B&W	\$6,400	\$5,100	\$4,400	\$3,800	\$2,700

SPECIAL POSITIONS

Cover positions are charged at the earned rate, 4-color. Specified positions are charged at the earned rate plus 10%. Specified positions include opposite covers, table of contents, or other departments.

2nd cover	\$1,500
Page 1	\$1,500
3rd cover	\$1,000
4th cover	\$2,000

BUSINESS REPLY CARDS (BRCs)

\$4,500 for cards measuring up to 5" x 7". Rates for larger cards available upon request. BRCs do not contribute toward frequency discounts.

LEARNING® PRODUCT SHOWCASE

These special 1/4-page ads are an affordable and effective opportunity to utilize 4-color advertising. Highlight your newest product or promote a classic favorite. Ad size: 3 3/4" x 4 1/4".

1X	2X	4X
\$2,350	\$2,100	\$2,000

CATALOG MART

A special section to display your catalog and invite response from K-6 educators. Provide a high-resolution PDF of your catalog cover with a 60-word description of what is offered in your catalog. Space is 1/8 page, 4-color, standard format.

1X	2X	4X	8X
\$1,950	\$1,750	\$1,600	\$1,550

OPEN MARKET

This marketplace of fractional advertising offers you the lowest rates available in *Learning* magazine.

	1X	2X	4X
1/3 page	\$1,850	\$1,650	\$1,550
1/6 page	\$1,200	\$1,100	\$1,050

Add \$600 for a 4-color ad.

CLASSIFIED

B&W Set Solid ad	\$25/line*
4-color Set Solid ad	\$30/line*
B&W display ad	\$250/column inch
4-color display ad	\$350/column inch

5% discount for 2X contract. Classifieds are not commissionable. *Minimum of 5 lines, 45 characters per line.