



Rate Card

Display Advertising Rates

Frequency	Full page	2/3 page	Jr. 1/2 page	1/2 page	1/3 page
1X 4-color	\$8,950	\$6,850	\$6,150	\$5,700	\$4,000
2-color	\$7,850	\$6,350	\$5,725	\$5,150	\$3,450
B&W	\$7,450	\$5,750	\$5,525	\$4,600	\$3,000
2X 4-color	\$8,500	\$6,550	\$5,900	\$5,400	\$3,650
2-color	\$7,450	\$6,200	\$5,525	\$4,900	\$3,300
B&W	\$6,950	\$5,500	\$4,925	\$4,350	\$2,750
4X 4-color	\$7,950	\$6,200	\$5,650	\$5,050	\$3,350
2-color	\$6,950	\$5,450	\$4,825	\$4,250	\$2,800
B&W	\$6,450	\$4,950	\$4,300	\$3,700	\$2,550
8X 4-color	\$7,350	\$6,000	\$5,400	\$4,800	\$3,100
2-color	\$6,450	\$5,150	\$4,575	\$3,950	\$2,600
B&W	\$5,950	\$4,650	\$4,100	\$3,500	\$2,400

Special Positions

Cover positions are charged at the earned rate, 4-color, plus the following premiums:

- Specified positions are charged 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)

Rate: \$4,500. Applies to 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".

Rates	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-res (300 dpi) eps or 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.

Rates	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.

Rates	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

Set solid ads: \$25 per line. Minimum of 5 lines, 45 characters per line. Color available for \$30 per line.

Black/white display ads: \$250 per column inch. 4-color display ads: \$350 per column inch.

A 5% discount for 2X contract. Classifieds are not commissionable.