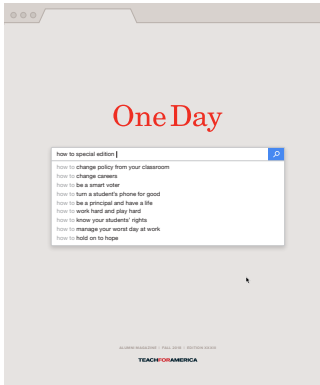


One Day Magazine

2020/21 MEDIA KIT



One Day is the alumni magazine of Teach For America. We publish reporting and commentary on critical issues in pre-K–12 education and on the evolving work of Teach For America’s alumni and corps members.

Our mission is to provide the information, perspective, and inspiration that our readers need to actively engage in the movement for educational equity and excellence.

65,000 Distribution | Frequency: 2 print issues during 2020-2021 school year

Mailed to Teach For America alumni, current teachers, friends, and partners of Teach For America (including approximately 540 school system leaders and 1,400 school leaders).

One Day Advertising Rates

STANDARD SPACES

	Standard Rate	Nonprofit Rate
Full Page	\$5,000	\$4,250
Two-Thirds Page	\$3,750	\$3,190
Half Page	\$3,000	\$2,550
One-Third Page	\$2,000	\$1,700
Quarter Page	\$1,250	\$1,065

PREMIUM SPACES*

	Standard Rate	Nonprofit Rate
Back Cover	\$7,500	\$6,375
Inside Front Cover	\$6,875	\$5,845
Inside Back Cover	\$6,875	\$5,845
Opposite Table of Contents	\$6,000	\$5,100
Opposite Masthead	\$6,000	\$5,100

*Subject to availability (Please note that space and ad sizes are limited. Please email sales contact for availability.)

FIRST-TIME DISCOUNT: 10% off for new advertising partners
NONPROFIT DISCOUNT: 15% off of nonprofit advertising partners



FALL 2020 ISSUE

Ad Reservation: **9/16/20**
 Materials Due: **10/1/20**
 Mail to Subscribers: **10/29/20**

SPRING/SUMMER 2021 ISSUE

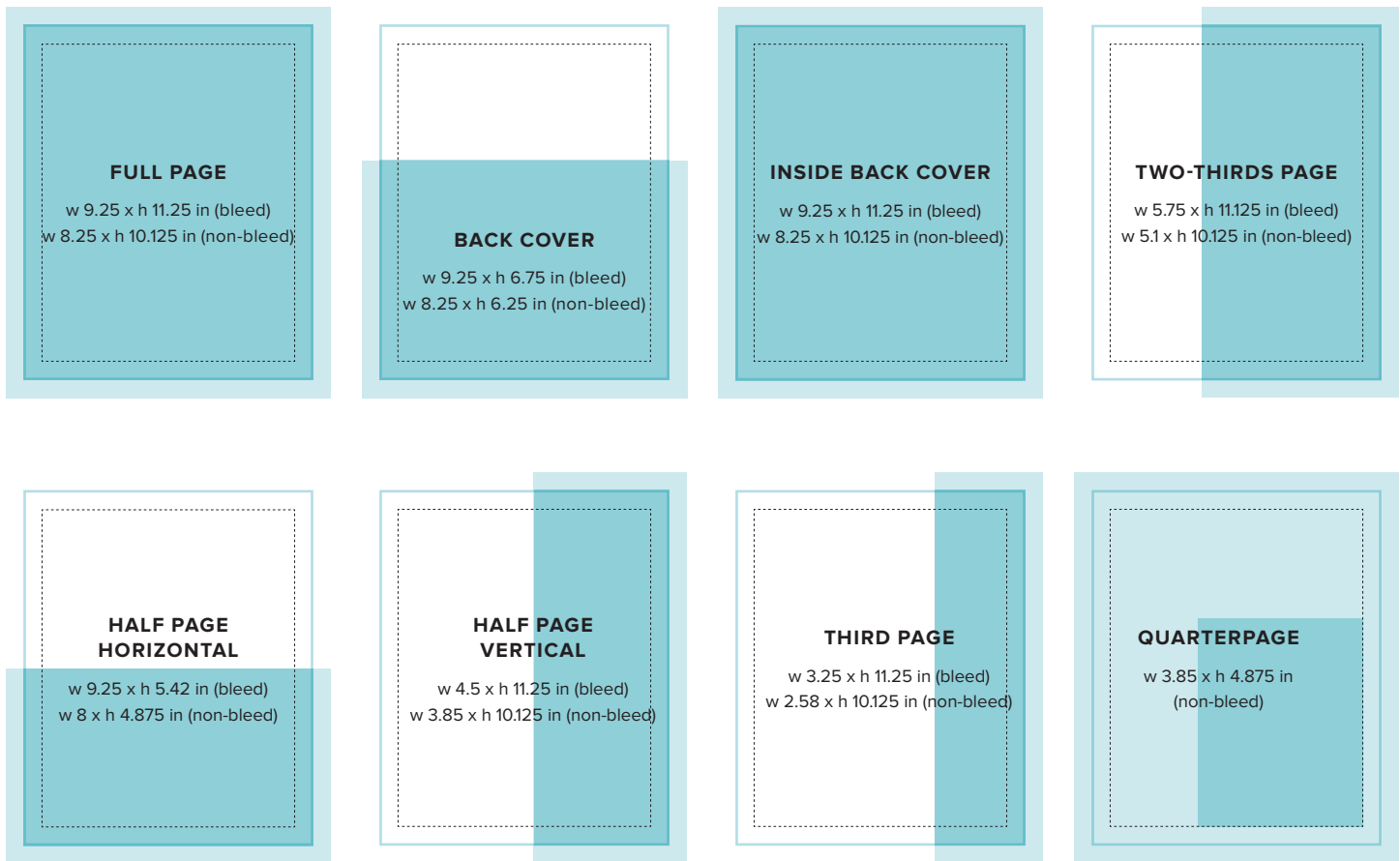
Ad Reservation: **5/4/21**
 Materials Due: **5/19/21**
 Mail to Subscribers: **6/16/21**

AD SPECS (please create ads to the exact dimensions listed below)

BLEED AREA

TRIM

SAFETY



NOTES

- Please capitalize the “F” in Teach For America if the organization is mentioned in the ad.
- Please do not use the abbreviation “TFA” — spell out “Teach For America.”
- To maintain the high quality of the magazine, we require that all ads be professionally designed.
- *One Day* reserves the right to reject ads on the basis of content and/or quality.

DIGITAL FILE FORMATS

- We accept press-quality PDF files. All fonts must be embedded. To ensure the highest quality, we prefer PDF/X1a files.
- We accept TIFF files. They must be flattened, CMYK (no custom or spot colors).
- All ads must be 300 dpi.

Note: Photographs appearing in ads must not be visibly distorted or pixelated.