



## 2016-2017 Editorial Calendar & Rate Card

Connect your product or service with engaged local PTO and PTA leaders 6 times per year with *PTO Today* magazine. *PTO Today*'s flagship publication is the only magazine dedicated to the entire school parent group market — reaching all 83,000+ K-8 schools (public, private, parochial) in the country.

*“The articles and ads in PTO Today have taken a failing PTO and made it profitable. I look forward to every issue!”*

Laura Newby  
PTO President  
New Windsor School  
New Windsor, NY

Coming up in 2016-2017	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
August 2016 Back to School 2016	6/15/16	6/22/16	8/11/16
September 2016 Parent Group of the Year	7/20/16	7/27/16	9/15/16
October 2016 Playground	8/24/16	8/31/16	10/20/16
January 2017 Parent Involvement	11/09/16	11/16/16	1/05/17
February 2017 Event Ideas	12/21/16	12/28/16	2/16/17
March 2017 Fundraising Issue	1/25/17	2/01/17	3/23/17

## General Advertising

Rate Card – Effective April 1, 2016. All rates are NET of agency discount and include 4-color. Publisher reserves the right to decline materials that are considered advertorial.

**Preferred Customer Program!**  
Earn credits toward *PTO Today* magazine advertising with every dollar you spend on non-magazine media.  
[Learn more!](#)

	1X	2X	4X	6X
Spread	\$15,683	\$15,417	\$14,044	\$13,562
Full-Page	\$9,985	\$9,200	\$8,500	\$7,882
2/3 Page	\$8,694	\$8,120	\$7,546	\$6,752
1/2 Page	\$6,905	\$6,496	\$6,088	\$5,196
1/3 Page	\$5,450	\$5,123	\$4,790	\$4,231
Back Cover	\$13,647	\$12,482	\$11,317	\$9,946
Inside Front/Cover II	\$13,084	\$11,950	\$10,816	\$9,366
Inside Back/Cover III	\$12,456	\$11,438	\$10,420	\$8,998

## General Advertising (continued)

All rates include 4-color. No competitive separation offered. All rates are NET of agency discount.

<p><b>2-Page Spread</b>  <i>bleed:</i> 16.25 x 10.75  <i>trim:</i> 16 x 10.5  <i>live area:</i> 15.5 x 10</p>	<p><b>Full Page</b>  <i>bleed:</i> 8.25 x 10.75  <i>trim:</i> 8 x 10.5  <i>live area:</i> 7.5 x 10</p>	<p><b>2/3</b>            4.283            x 9.625</p> <p><b>1/3 Vert.</b>            2.306            x            9.625</p>	<p><b>1/2</b>            7.25 x 4.75</p> <p><b>1/3 Horiz.</b>            4.283 x 4.75</p>
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<p><b>Double Block</b>            3.5 x 4.125</p>
<p><b>Single Block</b>            3.5 x 2</p>

## Marketplace Advertising Rates

	1X	2X	4X	6X
Single Block	\$1,292	\$1,190	\$1,150	\$996
Double Block	\$2,445	\$2,252	\$2,139	\$1,943

## Business Reply Card Rates\*

Size: 4-1/4" X 6" Cost: \$4,630  
 Early reservation is strongly recommended, as there are limited opportunities available each issue.  
 \*BRCs only available with a companion full-page advertisement.

## Outsert Rates

Position your sales material as a polybagged outsert with select issues of *PTO Today* magazine.  
 Contact John Williams for further information at 800-644-3561, x201.