



"Wow! The [PTO Today] articles spoke directly to me – one right after the next. From fabulous carnival ideas, to building meeting attendance, to the laughter inspired by "It Seemed Like A Good Idea". I feel re-energized and my head is spinning with great ideas! Thank you!"

Karen Allison
PTO President
Melrose Elementary
Roseburg, OR

2011-2012 Editorial Calendar & Rate Card

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Coming up in 2011-2012	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
August 2011 Back to School 2011!	06/23/11	06/30/11	08/18/11
September 2011 Parent Group of the Year	07/20/11	07/27/11	09/14/11
October 2011 Playground Issue	08/18/11	08/25/11	10/12/11
January 2012 Parent Involvement	11/10/11	11/18/11	01/04/12
Buyer's Guide 2012	12/07/11	12/14/11	02/8/12
March 2012 Fundraising Issue	01/12/12	01/20/12	03/07/12
April 2012 Back to School Elections/Transition	02/09/12	02/17/12	04/04/12
August 2012 Back to School 2012!	06/21/12	06/29/12	08/15/12
September 2012 Parent Group of the Year	07/19/12	07/27/12	09/12/12
October 2012 Playground Issue	08/16/12	08/24/12	10/10/12

For PTO Today Magazine advertising rates, please contact John Williams at 800-644-3561 x201 or jwilliams@ptotoday.com.