



"I took over as president this year and your magazine has helped me so much. Our last president always did the same old thing. Your magazine helped us change our yearly jog a thon and we raised more money.. assemblies too.. thank you."

Preferred Customer Program!

Earn credits toward *PTO Today* magazine advertising with every dollar you spend on non-magazine media.

In a survey of school parent group leaders:

80% HAVE USED or PLAN TO USE

PTO Today magazine to get information about companies, products, and services

2017-2018 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.

Coming up in 2017-2018	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
August 2017	6/14/17	6/21/17	8/11/17
September 2017	7/19/17	7/26/17	9/15/17
October/November 2017	8/23/17	8/30/17	10/21/17
January 2018	11/08/17	11/15/17	1/06/18
February 2018	12/20/17	12/27/17	2/16/18
March/April 2018	1/24/18	1/31/18	3/23/18
August 2018	6/13/18	6/20/18	8/11/18
September 2018	7/18/18	7/25/18	9/15/18
October/November 2018	8/22/18	8/29/18	10/21/18

General Advertising

Rate Card – Effective April 1, 2017. All rates are NET of agency discount and include 4-color. Publisher reserves the right to decline materials that are considered advertorial.

	1X	2X	4X	6X
2-Page Spread*	\$16,000	\$15,725	\$14,325	\$13,850
Full-Page*	\$10,200	\$9,400	\$8,700	\$8,050
2/3 Page	\$8,875	\$8,300	\$7,700	\$6,900
1/2 Page	\$7,050	\$6,650	\$6,225	\$5,300
1/3 Page	\$5,575	\$5,225	\$4,900	\$4,325
Back Cover	\$13,925	\$12,750	\$11,550	\$10,150
Inside Front/Cover II	\$13,350	\$12,200	\$11,050	\$9,575
Inside Back/Cover III	\$12,725	\$11,675	\$10,650	\$9,200

* Add 10% for premium position

General Advertising (continued)

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

<p>2-Page Spread <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>Full Page <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>2/3 4.283 x 9.625</p> <p>1/3 Vert. 2.306 x 9.625</p>	<p>1/2 7.25 x 4.75</p> <p>1/3 Horiz. 4.283 x 4.75</p>
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<p>Double Block 3.5 x 4.125</p>	<p>Single Block 3.5 x 2</p>
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Marketplace Advertising Rates

	1X	2X	4X	6X
Single Block	\$1,300	\$1,200	\$1,170	\$1,000
Double Block	\$2,500	\$2,300	\$2,170	\$1,960

Blow-in Card Rates

Size: up to 5 1/2 x 5 1/2 inches

Cost: \$5,500 / \$4,000 with companion ad (1/2 page or larger)

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.