



"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 |
| ½-Page Spread* | \$10,710 | \$9,870 | \$9,135 | \$8,453 |
| 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.

2-Page Spread
bleed: 16.25 x 10.75
trim: 16 x 10.5
live area: 15.5 x 10

Full Page
bleed: 8.25 x 10.75
trim: 8 x 10.5
live area: 7.5 x 10

2/3
 4.283
 x 9.625

1/3 Vert.
 2.306
 x
 9.625

1/2
 7.25 x 4.75

1/3 Horiz.
 4.283 x 4.75

1/2-Page Spread
bleed: 16.25 x 5.375
trim: 16 x 5.25
live area: 15.5 x 5, gutter allowance: 0.5

live area: 7.5 x 5 *live area:* 7.5 x 5

Double Block
 3.5 x 4.125

Single Block
 3.5 x 2

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.



PTOtoday.com/advertise
 800-644-3561 x201