



"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 jogathon 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

2018-2019 Calendar & Rate Card

Connect your product or service with engaged local PTO and PTA leaders during the critical back-to-school and spring semesters 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-plus K-8 schools (public, private, parochial) across the country.

Coming up in 2018-2020	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
August 2018	6/13/18	6/20/18	8/9/18
September 2018	7/18/18	7/25/18	9/13/18
October/November 2018	8/22/18	8/29/18	10/18/18
January 2019	11/7/18	11/14/18	1/9/19
March/April 2019	1/23/19	1/30/19	3/28/19
Back to School 2019	6/12/19	6/19/19	8/8/19
Fall 2019	7/31/19	8/7/19	9/26/19
Winter 2020	11/6/19	11/13/19	1/9/20
Spring 2020	1/23/20	1/30/20	3/26/20

General Advertising Rates

Rate Card effective May 1, 2018. All rates are net of agency discount and include 4-color printing. Publisher reserves the right to decline materials that are considered advertorial.

	1X	2X	4X	5X
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 Sizes

All rates include 4-color printing. 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 Vert.
4.283 x 9.625

1/3 Vert.
2.306 x 9.625

1/2 Page
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

Double Block
3.5 x 4.125

Single Block
3.5 x 2

Marketplace Advertising Rates and Sizes

	1X	2X	4X	5X
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 5.5 x 5.5 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, ext. 201.