

# PTO Today Magazine

## 2021-2022 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.

### Calendar

	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
<b>Back to School 2021</b>	6/22/21	6/29/21	8/15/21 – 8/19/21
<b>Fall 2021</b>	7/27/21	8/3/21	9/19/21 – 9/23/21
<b>Winter 2022</b>	11/2/21	11/9/21	1/2/22 – 1/6/22
<b>Spring 2022</b>	1/25/22	2/1/22	3/20/22 -3/24/22

### General Advertising Rates

Rate Card effective May 1, 2021. 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
<b>2-Page Spread*</b>	\$16,800	\$16,511	\$13,850
<b>½-Page Spread*</b>	\$11,246	\$10,364	\$8,453
<b>Full-Page*</b>	\$10,710	\$9,870	\$8,050
<b>1/2 Page</b>	\$7,403	\$6,983	\$5,300
<b>Single Block</b>	\$1,365	\$1,260	\$1,000
<b>Double Block</b>	\$2,625	\$2,415	\$1,960
<b>Back Cover</b>	\$14,621	\$13,388	\$10,150
<b>Inside Front/Cover II</b>	\$14,018	\$12,810	\$9,575
<b>Inside Back/Cover III</b>	\$13,361	\$12,259	\$9,200

\* Add 10% for premium position

# PTO TODAY



*"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."*

*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

### Preferred Customer Program!

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



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### General Advertising Sizes

All rates include 4-color printing. 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>1/2 Page</b>            7.25 x 4.75</p>
<p><b>1/2-Page Spread</b>  <i>bleed:</i> 16.25 x 5.375  <i>trim:</i> 16 x 5.25  <i>live area:</i> 15.5 x 5, gutter allowance: 0.5</p> <p><i>live area:</i> 7.5 x 5      <i>live area:</i> 7.5 x 5</p>	<p><b>Double Block</b>            3.5 x 4.125</p> <p><b>Single Block</b>            3.5 x 2</p>	

### 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.

