

PTO Today Magazine

2024-2025 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 more than 84,000 K-8 schools (public, private, parochial) across the country.

Calendar

	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
Back to School 2024	6/11/24	6/18/24	8/12 - 8/16/24
Fall 2024	7/17/24	7/24/24	9/16 - 9/20/24
Winter 2025	10/30/24	11/6/24	1/6 - 1/10/25
Spring 2025	1/14/25	1/22/25	3/17 - 3/21/25

General Advertising Rates

Rate Card effective May 1, 2024. 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
2-Page Spread*	\$18,623	\$17,867	\$14,841
½-Page Spread*	\$12,467	\$11,216	\$9,058
Full-Page*	\$11,873	\$10,681	\$8,626
1/2 Page	\$8,206	\$7,556	\$5,680
Back Cover/Cover IV	\$16,208	\$14,487	\$10,876
Inside Front/Cover II	\$15,539	\$13,862	\$10,260
Inside Back/Cover III	\$14,811	\$13,266	\$9,858
Single Block	\$1,633	\$1,450	\$1,130
Double Block	\$3,139	\$2,781	\$2,213

* 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.

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

1/2 Page
 7.25 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

Blow-in Card Rates

Minimum size: 3.5" x 5"

Maximum size: 5.5" x 5.5"

Required paper stock weight: 80lb cover or 100lb text stock

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.

