

PTO Today Magazine

2025-2026 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 2025	6/10/25	6/17/25	8/11 - 8/16/25
Fall 2025	7/15/25	7/22/25	9/15 - 9/20/25
Winter 2026	10/31/25	11/7/25	1/5 - 1/10/26
Spring 2026	1/14/26	1/21/26	3/16 - 3/20/26

General Advertising Rates

Rate Card effective May 1, 2025. 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*	\$19,795	\$18,595	\$15,495
½-Page Spread*	\$12,995	\$11,695	\$9,495
Full-Page*	\$12,395	\$11,195	\$8,995
1/2 Page	\$8,595	\$7,895	\$5,995
Back Cover/Cover IV	\$16,895	\$15,095	\$11,395
Inside Front/Cover II	\$16,195	\$14,495	\$10,695
Inside Back/Cover III	\$14,895	\$13,695	\$10,295
Single Block	\$1,695	\$1,595	\$1,195
Double Block	\$3,295	\$2,895	\$2,395

* Add 10% for premium position

PTOTODAY®



"As a new PTO President, I find the articles very helpful, and we have used a few companies featured in the magazine."

In a survey of school parent group leaders:

94%

said they are likely to consider using vendors

featured in **PTO Today** magazine

Preferred Customer Program!

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

Let's Connect!

SchoolFamilyMedia.com

800-644-3561 x201



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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 <i>bleed:</i> 16.25 x 10.75 <i>trim:</i> 16 x 10.5 <i>live area:</i> 15.5 x 10	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	1/2 Page 7.25 x 4.75
1/2-Page Spread <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 <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div><i>live area:</i> 7.5 x 5</div> <div><i>live area:</i> 7.5 x 5</div> </div>	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: \$6,000 / \$4,500 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.

