

PTO Today Magazine

2026-2027 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 2026	6/10/26	6/17/26	8/10/26
Fall 2026	7/14/26	7/21/26	9/9/26
Winter 2027	11/04/26	11/11/26	1/4/27
Spring 2027	1/13/27	1/20/27	3/15/27

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*	\$20,998	\$19,598	\$16,098
½-Page Spread*	\$13,498	\$12,298	\$9,798
Full-Page*	\$12,898	\$11,698	\$9,398
1/2 Page	\$8,898	\$8,298	\$6,198
Back Cover/Cover IV	\$17,598	\$15,898	\$11,798
Inside Front/Cover II	\$16,898	\$15,198	\$11,098
Inside Back/Cover III	\$14,998	\$14,298	\$10,698
Single Block	\$1,798	\$1,598	\$1,298
Double Block	\$3,398	\$2,998	\$2,398

* Add 10% for premium position

PTO TODAY[®]



"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.



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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: \$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.

