

2017-2018 Rate Card

Advertising in PS41’s 41 News is a great way to support our school and your business. Advertising revenues are used to assist in the PTA’s goal to foster a welcoming community for all PS41 families and to support diverse enrichment programs for our children throughout the school year. Please direct any questions about newsletter advertising (deadlines, reservations, artwork, rates, etc.) to the 41 News Advertising Coordinator at ps41news.ads@ps41.org.

Advertising Schedule

Advertisers must reserve their ads by the “Ad Size Reservation” date to secure your newsletter placement.

DEADLINES	FALL EDITION	WINTER EDITION	SPRING EDITION
Ad Size Reservation	Tuesday Oct 10, 2017	Tuesday Jan 2, 2018	Monday, Apr 9, 2018
Ad Artwork/Materials	Monday Nov 6, 2017	Tuesday Jan 16, 2018	Wed May 10, 2017
Newsletter Distribution	Week of Nov 20, 2017	Week of Feb 12, 2018	Week of Jun 11, 2018

Advertising Rates and Size

Our 3X rate is available to advertisers who place three same sized ads within one school year.

AD SIZES	1X RATE	3X RATE	WIDTH	HEIGHT
Full page	\$ 325	\$ 875	7.5 inches	9.675 inches
Half page (horizontal)	\$ 175	\$ 475	7.5 inches	4.75 inches
Quarter page (vertical)	\$ 100	\$ 275	3.625 inches	4.75 inches

Artwork Specifications & Payments

Artwork Specifications. Our newsletter prints on a high quality black and white laser printer. Final black and white ad artwork must be submitted as a PDF (high quality), JPEG (best quality) or TIFF (200 dpi) file in the actual size of the ad. Please contact us if you can only supply text and/or pictures.

Payments. Payments are due upon receipt of your invoice. **Make checks payable to PS41 PTA** and write the name of the advertiser on the check. We accept checks only. You can mail checks to: PS41 PTA, 116 West 11th Street, New York, NY 10011 attn: 41 News or drop off payment in the PTA Office.