

2016-2017 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. 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 | Wed, Oct 12, 2016 | Wed, Jan 11, 2017 | Wed, Apr 19, 2017 |
| Ad Artwork/Materials | Wed, Nov 1, 2016 | Wed Feb 1, 2017 | Wed May 10, 2017 |
| Newsletter Distribution | Week of Nov 28 | Week of Feb 27 | Week of Jun 5 |

Advertising Rates and Sizes

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 | \$ 395 | \$ 950 | 7.5 inches | 9.675 inches |
| Half page (horizontal) | \$ 185 | \$ 450 | 7.5 inches | 4.75 inches |
| Half page (vertical) | \$ 185 | \$ 450 | 3.625 inches | 9.675 inches |
| Quarter page (vertical) | \$ 100 | \$ 235 | 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 either 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.