

OHIO PTA NEWS...

CIRCULATION approximate 1,000

MECHANICAL SPECIFICATION

Binding: Saddle stitched
Printing: Offset
Paper stock: 24#
Offset trim size: 8 1/2" x 11"

CLOSING DATE

The *Ohio PTA News* is published 8 times a year – September, October, November, December/January, February, March, April, and May. The camera ready ad copy deadline is the fifteenth of the month preceding the date of issue. Deadline for advertising submitted as negatives is the same.

TYPESETTING/COMPOSITION CHARGE

The Ohio PTA *The News* staff can design, layout and typeset advertisements for advertisers who need such service.

Full page.....\$75.00
1/2 page.....\$50.00
1/4 page.....\$40.00

ADVERTISING POLICY

Ohio PTA reserves the right to reject any advertisement which is deemed inappropriate for publication in the Ohio PTA News.

Ohio PTA News
40 Northwoods Blvd.
Columbus, Ohio 43235

Your avenue
to
advertising
success
in:



The Ohio PTA News

About the Ohio PTA NEWS...

The *Ohio PTA News* reaches PTA decision makers. Published eight times a year with a circulation of about 1,000 it is the association magazine that leaders of the Ohio PTA's have come to rely on as their source of information.

The Ohio PTA *The News* is received by all of Ohio's PTA presidents and legislative chairmen as well as individual PTA members... the women and men who are leaders and decision makers in their local PTAs.

The Ohio PTA *The News* is sent to the education family of associations and organizations who are concerned with the welfare and education of children.

FACT

Education is a billion dollar industry.

FACT

PTA leaders depend on the *Ohio PTA News* as source of information.

FACT

Your company has a unique opportunity to reach PTAs across the state by advertising in the Ohio PTA *The News*.

If you are not currently marketing towards the growing education and volunteer arena, you should strongly consider doing so. If you have already made the commitment to reach that target market, you should definitely be using the Ohio PTA *The News*.

RATES

Space Charges

FULL PAGE.....\$500.00

7" X 9"

HALF PAGE.....\$300.00

3" X 9"

7" x 4 1/2"

THIRD PAGE.....\$200.00

3" x 7"

Other sizes optional

MULTIPLE MONTHS

If you are interested in multiple month advertising within the same volume year, please contact the Ohio PTA for a rate reduction schedule.

Ohio PTA News Staff

Ohio PTA President
Director of Marketing/PR
Sue Owen, Executive Director

Ohio PTA

ANNUAL CONVENTION

& EXHIBITION

The Ohio PTA hosts its annual convention in the fall of each year. Exhibiting at the Ohio PTA Convention is an economical and great way to make face-to-face contact with PTA leaders from across the state.

We anticipate approximately 80,000 plus PTA members across the state to attend our conventions.

PTAs are concerned about the well being of children; they influence school decisions and legislation.

If you would like more information about becoming an exhibitor, please contact the Ohio PTA at 1-614-781-6344.



40 Northwoods Blvd.
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