



Newsletter

Rate Sheet for Advertising

2023-2024 SCHOOL YEAR

Content & Production Specifications

The Carlisle PTO's monthly newsletter is published 11 times per year as an html based emailed communication with the option to subscribe and opt-out. Our newsletter is dedicated to providing additional school and family based information about upcoming events and community notices that affect Carlisle families and surrounding communities.

Articles and notices cover organizational, clinical, legislative, social and community activities that affect our school community. Content is written to assist the school in communicating with parents and guardians.

Acceptability of Advertising

All advertising submissions are subject to review and approval by the Carlisle PTO Publicity Chair.

Circulation

Carlisle PTO's newsletter is emailed monthly during the schools calendar year (August - June) to all parents and/or guardians of registered students of Carlisle Public School.

Advertising & Content Submission Deadlines

Issue:	Content Deadline:	Publication Date:
August.....	Tuesday, August 22, 2023.....	Wednesday, August 30, 2023
September.....	Tuesday, September 12, 2023.....	Friday, September 15, 2023
October.....	Tuesday, October 10, 2023.....	Friday, October 13, 2023
November.....	Tuesday, November 7, 2023.....	Friday, November 10, 2023
December.....	Tuesday, December 12, 2023.....	Friday, December 15, 2023
January.....	Tuesday, January 9, 2024.....	Friday, January 12, 2024
February.....	Tuesday, February 6, 2024.....	Friday, February 9, 2024
March.....	Tuesday, March 12, 2024.....	Friday, March 15, 2024
April.....	Tuesday, April 9, 2024.....	Friday, April 12, 2024
May.....	Tuesday, May 7, 2024.....	Friday, May 10, 2024
June.....	Tuesday, June 11, 2024.....	Friday, June 14, 2024

Advertising Rates for 2024

- All approved ads will be charged \$50 per placement to advertise in the community section of the Carlisle PTO Newsletter.
- A 15% discount for prepaid orders of four (4) consecutive issues. Discount price \$170
- A 25% discount for prepaid orders of all eleven (11) school calendar year issues. Discount price of \$412

The Carlisle PTO provides free ad space in our community section to local non-profits and town groups for upcoming events, when space is available.

Advertising Mechanical Specs

Medium Rectangle 300 x 250
Medium Square 350 x 350

Maximum File Size: 125K
Files will be down sampled if above the 125k threshold. Down sampling can also be completed upon request.

File Types Accepted:
.jpeg, .png, and .pdf
***.gif or animations will NOT be accepted*

Ad Details

Please submit the following with your creative:

- Please submit up to 6 words of Alternate Text with your ad (even if it's just your company name). If an email user has images turned off, the Alternate Text should appear in its place.
- Destination URL (the website or web page your ad should link to)
- Event Title:
- Date / Time:
- Location:
- Description, 100 words or less:



Submissions & Questions

Email creative files or questions to Publicity at:

CarlislePtoPublicity@gmail.com