



# Newsletter

## Rate Sheet for Advertising

### 2025-2026 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.....	Thursday, August 21, 2025 .....	Wednesday, August 26, 2025
September.....	Tuesday, September 9, 2025 .....	Friday, September 12, 2025
October.....	Tuesday, October 7, 2025.....	Friday, October 10, 2025
November.....	Tuesday, November 11, 2025 .....	Friday, November 14, 2025
December .....	Tuesday, December 9, 2025 .....	Friday, December 12, 2025
January.....	Tuesday, January 13, 2026 .....	Friday, January 16, 2026
February.....	Tuesday, February 10, 2026.....	Friday, February 13, 2026
March .....	Tuesday, March 10, 2026 .....	Friday, March 13, 2026
April.....	Tuesday, April 7, 2026 .....	Friday, April 10, 2026
May.....	Tuesday, May 5, 2026.....	Friday, May 8, 2026
June .....	Tuesday, June 9, 2026 .....	Friday, June 12, 2026

### Advertising Rates for 2025

- 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:

[Publicity@CarlisleMaPTO.org](mailto:Publicity@CarlisleMaPTO.org)