



parents league
of new york

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parentsleague.org

Parents League Review

Advertising Contract 2021

Parents League Review is a journal of essential articles on parenting and education published by Parents League each January. Advertisers include New York independent schools, boarding schools, summer camps, enrichment programs for children and other businesses serving children and families. The journal is distributed to thousands of member families and hundreds of independent schools

Artwork Deadline: Sept. 24, 2020

Advertisement Name

(as it will appear in the index of advertisers)

Second index listing: \$30 (optional)
(you may choose to be listed under a different name in the index of advertisers for an extra \$30)

Website

Please provide your web address in order to be listed on our website

Contact information:

(for administrative purposes, will not be published)

Contact First and Last Name

Title

Address

City State

Zip

Telephone Fax

Contact Email

Terms of Agreement

- All advertisements are subject to approval by Parents League of New York. Parents League of New York reserves the right to revise copy.
- A signed contract is required prior to printing publication.

Signature

Date

Please check the applicable box:

- Use the artwork submitted **last year**
- Submit **new** artwork (PDF is preferred) emailed to review@parentsleague.org

- Printing is black & white. Gray-scale art only.
- Finalize your artwork before forwarding.
- Parents League cannot make changes or edits to your artwork for you.
- Sizing and resolution guidelines are on the back of this contract.

Standard Rates

Please choose from the following options:

- Full Page (4 3/8" wide x 7 1/4" high) \$945
- Half Page (4 3/8" wide x 3 1/2" high) \$735
- Quarter Page (2 1/8" wide x 3 1/2" high) \$555
- Second Index listing (optional) \$30

Total: _____

Payment: Please enclose a check payable to Parents League of New York and return with your contract using enclosed postage paid envelope.

| For Office Use | | | |
|----------------|---|---|----|
| Date Received: | / | / | \$ |
| Processed: | / | / | |

Full Page Vertical
4^{3/8}" wide x 7^{1/4}" high

Quarter Page Vertical
(2 1/8" wide x 3 1/2" high)

Advertising Specifications

- Image resolution: 300-600
- No bleed.
- **PDF files are preferred**, but hi-res Jpegs are also accepted
- Please note the vertical or horizontal orientation of the size you have chosen.
- All ads are printed in gray-scale, please convert color ads before sending.
- **Please do not include event dates in your ad.** The Review is published annually but is distributed throughout the year, so date-specific information becomes irrelevant.
- Please send final copy only. PL cannot be responsible for proofing, editing or revising artwork. We recommend printing out your artwork at the actual size before sending to assure all text is legible.

Half Page Horizontal
4^{3/8}" wide x 3^{1/2}" high

Sample layout

Half page

Quarter page

Full page

+1 718-369-3023 • admissions@isbrooklyn.org