



The Parents League

2017 Advertising Contract

- The Parents League Review contains essential articles on parenting and education
- Distributed to thousands of member families and hundreds of independent schools
- Published annually in January by the Parents League of New York

Artwork Deadline: September 29, 2016

Please check the applicable box:

- Use the artwork submitted last year
- New file (PDF or hi-res Jpeg) emailed to review@parentsleague.org
- Printing is black & white. Grayscale art only.
- Finalize your artwork before forwarding.
- PL of NY does not revise artwork.
- Sizing and resolution guidelines are on the back of this contract.

Rates

- Full Page Grayscale (4 3/8" wide x 7 1/4" high) **\$875**
- Half Page Grayscale (4 3/8" wide x 3 1/2" high) **\$675**
- Quarter Page Grayscale (2 1/8" wide x 3 1/2" high) **\$550**
- Second Listing in the Index (optional) **\$30**

Total \$ _____

Payment: Enclose your check payable to The Parents League of NY or pay by credit card below:

Card # (Visa, MC or Amex) _____ Expiration _____

For Office Use	
Date Received: _____ / _____ / _____	\$ _____
Processed: _____ / _____ / _____	

Advertisement Name

(as it will appear in the index of advertisers)

Optional second index listing \$30

(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

Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Terms of Agreement

- All advertisements are subject to approval by the Parents League. The Parents League reserves the right to edit copy.
- A signed contract is required prior to printing publication.

Signature _____

Advertising Specifications

- Resolution for files: 300-600
- No bleed
- We accept hi-res Jpegs and PDFs
- Please note the vertical or horizontal orientation of the size you have chosen.
- All ads are printed in grayscale, please convert color ads before sending.
- Please send final copy. We cannot be responsible for proofing, editing or revising artwork.

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

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

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