



Postcard Deck Rate Card 2008-2009



"We have had such great success using the PTO Today Postcard Deck that we participate in all three mailings each year and have done so for the past five years. There are many, many options for our advertising dollars and we have found the PTO Today Postcard Deck to be the best use of our monies."

Doug Stice
Primary School Supplies, Inc. – School Tool Box

Connect your business to key decision makers through this bonus distribution to 91,000 PTOs and PTAs across the country, or focus your marketing campaign on a particular region. No matter which option you choose, advertising in our Postcard Deck is one of our most powerful and cost-effective solutions. Leave the details to us – we'll design,* package and distribute your postcards, leaving you valuable time to focus on the essential day-to-day activities of your business.

Schedule

Space Close	Ad Materials Deadline	Deck Mails
06/27/08	07/10/08	08/14/08
11/21/08	12/05/08	01/05/09
02/25/09	03/04/09	04/03/09

Rates

We now have 8 regions to choose from!

National (8 regions, 91,000 circulation)	1x	2x	3x
Jumbo (5.375" x 7")	\$4,610	\$4,380	\$3,985
Regular (3.5" x 5.5")	\$2,945	\$2,740	\$2,505

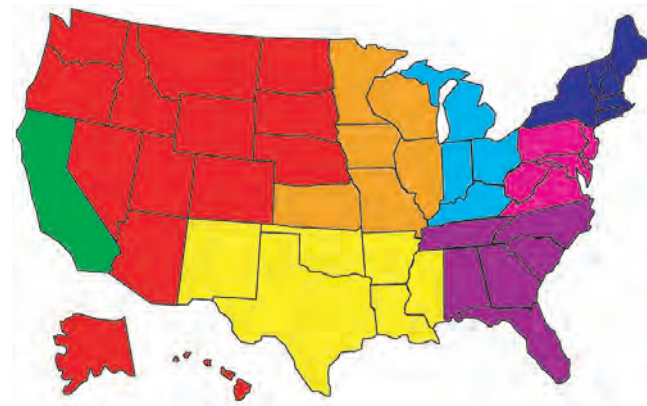
Regional (1 region, 11,500 average circulation)	1x	2x	3x
Jumbo (5.375" x 7")	\$1,085	\$1,030	\$965
Any 2 Regions	\$1,565	\$1,455	\$1,325
Any 3 Regions	\$1,990	\$1,875	\$1,740
Regular (3.5" x 5.5")	\$720	\$660	\$605
Any 2 Regions	\$1,035	\$922	\$840
Any 3 Regions	\$1,300	\$1,190	\$1,100

Earned frequency discounts will be pro-rated on subsequent scheduled insertions provided all insertions run within a scheduled year. All of the above prices are NET rates. Prices include: 4-color front, B&W back. 4-color both sides is \$350 additional. For additional region pricing, contact our Advertising Department at 1-800-644-3561.

*Design services are available upon request, with prices starting at \$150. Call for details.

Distribution

National distribution to 91,000 parent group leaders. Regional distribution on average to 11,500 parent group leaders per region.



- **Central**
IN, KY, MI, OH
- **Mid-Atlantic**
DC, DE, MD, NJ, PA, VA, WV
- **Midwest**
IL, MO, IA, MN, WI, KS
- **NY/New England**
NY, CT, MA, ME, NH, RI, VT
- **Southeast**
AL, FL, GA, NC, SC, TN
- **Southwest**
AR, MS, OK, LA, TX, NM
- **West**
AZ, AK, CO, HI, ID, MT, ND, NE, NV, OR, SD, UT, WA, WY
- **California**



Design Services

Let our professional designers create your postcard. Call for details and pricing.

Premium Opportunities

Premium positions are available on a limited basis. Call for details.