

CUSTOMER INTERVIEW

Christine McKelvey Stewart School Signs

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– Christine McKelvey

[Click here to learn more about advertising with PTO Today.](#)

What is your role at Stewart School Signs?

Assistant Marketing Manager.

How and when did you first hear about PTO Today for advertising?

We were already advertising with PTO Today when I began working at Stewart Schools Signs in 2003. We later added online banner advertising and online content sponsorship to complement our print advertising.

What were your advertising goals when you first started advertising with PTO Today?

We wanted to get the most out of our advertising dollars by reaching the right group of decision-makers for our product. When it comes to signage, a school administrator is generally not our main contact and may only be minimally involved. Instead, it is the PTO and PTA leaders that generally handle the bulk of a school sign project and PTO Today fits like a hand in a glove.

How did the PTO Today advertising team partner with you to help you achieve those goals?

John Williams and PTO Today’s advertising team worked with us to tailor a marketing plan that would maximize our efforts across all of the PTO Today media outlets by using them in harmony with each other.

What PTO Today advertising vehicles do you use now? (PTO Today magazine, Expos, Card Deck, Online, Buyer’s Guide)? What are the results?

We’re currently in PTO Today Magazine, PTO Today Card Deck, PTO Today Buyer’s Guide, and have banner ads and a sponsorship on PTOToday.com. Overall, the print ad does well for us. We would like to see the online portion pull better and believe it will as it increases in popularity.

In your opinion, how has advertising to PTO and PTA leaders through PTO Today helped you grow your business?

We’re able to get in front of the groups that start and oversee school sign projects. The particular niche group of PTO and PTA leaders we want to reach is targeted perfectly by PTO Today.