



"Knowing these cards come from PTO Today, I feel these companies are of a high standard and don't have to worry."

Nicole Coffman
PTO President
Crossgates Elementary
Toledo, OH

2011-2012 Rate Card

For more than seven years, businesses have trusted the cost-effective proven results of the PTO Today Postcard Deck. Connect your business to key parent group decision makers nationwide with distribution to all 83,000 K-8 schools, plus a bonus distribution directly to 4,000 of our most highly engaged leaders from our proprietary database, for a total national distribution of 87,000. Or, take advantage of our regional options for a more targeted campaign. Leave the details to us — we'll design,* package and distribute your postcards for you, while you focus on the day-to-day essentials of running your business.

Schedule

Space Close	Ad Materials Deadline	Deck Mails
6/24/11	7/11/11	8/12/11
11/18/11	11/30/11	1/4/12
2/24/12	3/5/12	4/4/12

Rates

We offer eight regional distribution options. Choose the regions that best suit your business – from one local region up to national coverage.

National (8 regions, 87,000 circulation)	1X	2X	3X
Jumbo (5.375" x 7")	\$4,940	\$4,694	\$4,271
Regular (3.5" x 5.5")	\$3,171	\$2,951	\$2,698
Regional (1 region, 10,500 average circulation)			
Jumbo (5.375" x 7")	\$1,163	\$1,104	\$1,034
Any 2 regions	\$1,677	\$1,559	\$1,420
Any 3 regions	\$2,133	\$2,009	\$1,866
Regular (3.5" x 5.5")	\$775	\$711	\$652
Any 2 regions	\$1,115	\$993	\$905
Any 3 regions	\$1,400	\$1,282	\$1,185

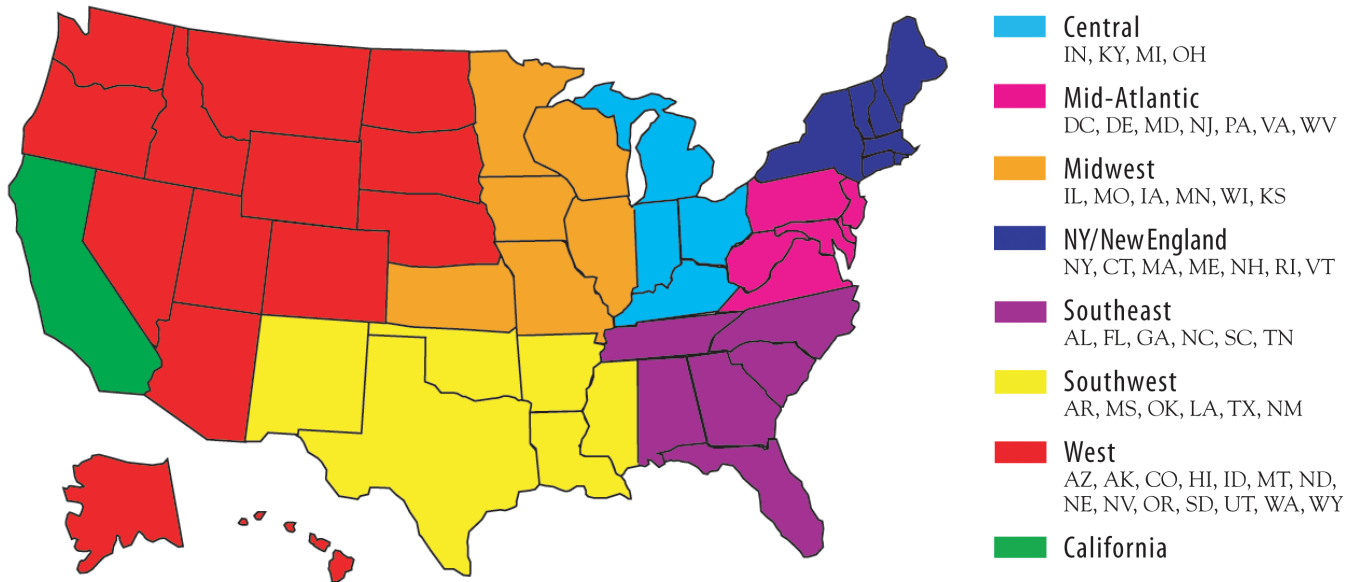
Earned frequency discounts will be pro-rated on subsequent scheduled insertions provided all insertions run within a scheduled year.

Rate Card – Effective June 1, 2011. 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 John Williams at 800-644-3561 x201.

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

Distribution

National distribution to all 83,000+ K-8 schools, plus a bonus distribution to an additional 4,000 active parent group leaders for total national distribution of 87,000. Regional distribution averages 10,500 per region.



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.

