

*"The articles and ads in PTO Today have taken a failing PTO and made it profitable. I look forward to every issue!"*

Laura Newby  
PTO President  
New Windsor School  
New Windsor, NY

### Preferred Customer Program!

Earn credits toward *PTO Today* magazine advertising with every dollar you spend on non-magazine media.

**Learn more!**

## 2015-2016 Editorial Calendar & Rate Card

Connect your product or service with engaged local PTO and PTA leaders 7 times per year with *PTO Today* magazine. PTO Today's flagship publication is the only magazine dedicated to the entire school parent group market — reaching all 83,000+ K-8 schools (public, private, parochial) in the country.

Coming up in 2015-2016	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
August 2015 Back to School 2015	6/18/15	6/26/15	8/13/15
September 2015 Parent Group of the Year	7/17/15	7/24/15	9/10/15
October 2015 Playground	8/13/15	8/21/15	10/08/15
January 2016 Parent Involvement	11/10/15	11/18/15	1/07/16
February 2016 Event Ideas	12/10/15	12/18/15	2/04/16
March 2016 Fundraising Issue	1/08/16	1/18/16	3/03/16
April 2016 Resource Guide	2/10/16	2/18/16	4/05/16


## General Advertising

Rate Card – Effective April 1, 2015. All rates are NET of agency discount and include 4-color. Publisher reserves the right to decline materials that are considered advertorial.

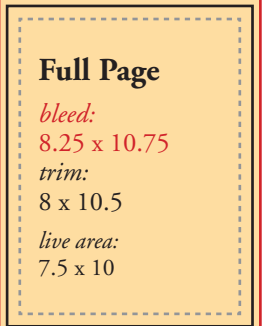
	1X	2X	4X	7X
Spread	\$15,683	\$15,417	\$14,044	\$13,562
Full-Page	\$9,985	\$9,200	\$8,500	\$7,882
2/3 Page	\$8,694	\$8,120	\$7,546	\$6,752
1/2 Page	\$6,905	\$6,496	\$6,088	\$5,196
1/3 Page	\$5,450	\$5,123	\$4,790	\$4,231
Back Cover	\$13,647	\$12,482	\$11,317	\$9,946
Inside Front/Cover II	\$13,084	\$11,950	\$10,816	\$9,366
Inside Back/Cover III	\$12,456	\$11,438	\$10,420	\$8,998

## General Advertising (continued)

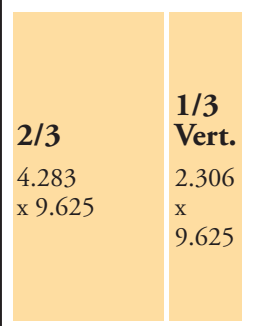
All rates include 4-color. No competitive separation offered. All rates are NET of agency discount.



**2-Page Spread**  
*bleed:* 16.25 x 10.75  
*trim:* 16 x 10.5  
*live area:* 15.5 x 10

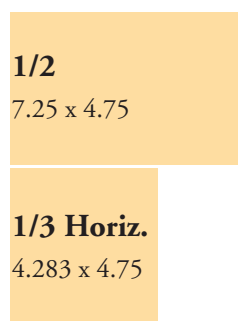


**Full Page**  
*bleed:* 8.25 x 10.75  
*trim:* 8 x 10.5  
*live area:* 7.5 x 10



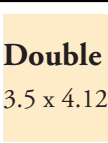
**2/3**  
4.283  
x 9.625

**1/3 Vert.**  
2.306  
x  
9.625

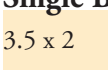


**1/2**  
7.25 x 4.75

**1/3 Horiz.**  
4.283 x 4.75



**Double Block**  
3.5 x 4.125



**Single Block**  
3.5 x 2

## Marketplace Advertising Rates

	1X	2X	4X	7X
Single Block	\$1,292	\$1,190	\$1,150	\$996
Double Block	\$2,445	\$2,252	\$2,139	\$1,943

## Business Reply Card Rates\*

Size: 4-1/4" X 6" Cost: \$4,630

Early reservation is strongly recommended, as there are limited opportunities available each issue.

\*BRCs only available with a companion full-page advertisement.

## Outsert Rates

Position your sales material as a polybagged outsert with select issues of *PTO Today* magazine.

Contact John Williams for further information at 800-644-3561 x201.



*"The tools on the PTO Today website are remarkable, and I would be lost without them. Being a new PTO member, I don't have to re-invent the wheel. Your team has so much experience and such an awesome support group and document sharing tool, it makes things easy for us."*

Leanne Servin  
PTO Treasurer  
Sidereek Elementary  
Aurora, CO

## Preferred Customer Program!

Earn credits toward *PTO Today* magazine advertising with every dollar you spend on non-magazine media.

**Learn more!**

## 2016 Rate Card

The PTO Today website (ptotoday.com) is the largest and highest-trafficked online destination for involved parent-teacher group decision makers looking for expert ideas, information and interaction with other parent groups across the country. Whether your business is big or small, PTO Today has opportunities for you to connect with this motivated and growing audience of school parent group leaders.

### Banner Advertising

**Key decision makers are just one click away from your website**  
New content, active message boards and a dynamic file exchange keep leaders coming back to ptotoday.com again and again. Placing a banner ad on our web pages keeps your business visible, top of mind and instantly accessible to over 150,000 unique visitors per month (170,000 visitors during back to school season)!

### Options

- Reach your best potential customers across the country
- Cost-effectively target customers in a specific state(s) or region(s)



Run your banner ads in all 50 states or choose only those specific states, regions or markets that best meet the needs of your unique business.

### Sizes



#### 728 x 90 banner

Located on every interior page of our website



#### 300 x 250 banner

Located on all our top-level category pages and article pages



#### 320 x 50 banner

Optimized for mobile

#### 160 x 600 banner

Located on select interior pages



### PRICING

Base rate: \$20/thousand impressions

#### Enjoy a substantial savings with custom digital packages!

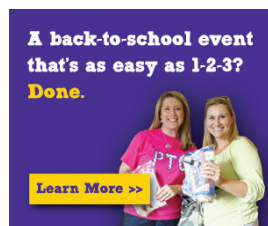
Let us design a custom package for you based on your individual business goals, budget and volume needs.

Based on the minimum purchase of 50,000 impressions, the monthly cost would be \$1,000. All prices are net. All creative for banner ads is due 2 weeks prior to start of campaign.

## "Leader Lowdown" Email Newsletter Fixed-Banner Advertising

Immediately stand out to 40,000+ of our most involved leaders who subscribe to our weekly email newsletter.

300 x 250 banner



### PRICING (approx. 52 issues per year)

1 Newsletter Run	\$800
2 Newsletter Runs	\$1,400 (\$700 ea.)
12 Newsletter Runs, 1 per month	\$6,000 (\$500 ea.)

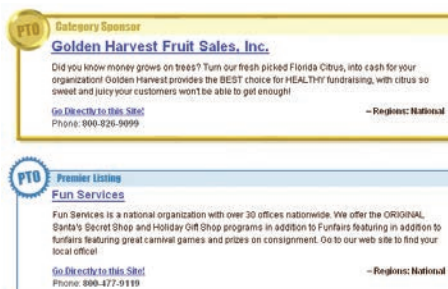
*Integrated digital packages are also available. Call for details*

## Resource Guide Online

Our online Resource Guide is the one-stop shop for parent group leaders looking to instantly learn more about and connect with vendors like you.

### Listing Options

Get started with a basic listing with your company name, phone number and link to your website. Additional category listings and premier listings also available. Year-round visibility for pennies per day. Visit [ptotoday.com/advertise/online/resourceguide](http://ptotoday.com/advertise/online/resourceguide) for complete pricing details.



### Additional Listings:

3-J Fund Raising	800-352-2643	<a href="http://www.3JFundRaising.com">http://www.3JFundRaising.com</a>
Fundraise Now!	972-564-9449	<a href="http://www.fundraisenow.com">http://www.fundraisenow.com</a>
Pacific Northwest Fundraising	866-712-4477	<a href="http://www.pnwfr.com">http://www.pnwfr.com</a>
Stevco Fundraising	800-359-7028	<a href="http://enjoyfundraising.com">http://enjoyfundraising.com</a>
Dauids Cookies	800-217-2938	<a href="http://www.dauidscookies.com">http://www.dauidscookies.com</a>



[ptotoday.com/advertise](http://ptotoday.com/advertise)  
800-644-3561 x201



*"It is so helpful to have a whole bunch of options right at your fingertips!"*

Maya Shaw  
PTO President  
Legacy Prep Charter Academy  
Mesquite, TX

## 2016 Rate Card

For years, businesses have trusted the cost-effective, proven results of the PTO Today Idea Pack. And now we've made it even better! A new larger size, 4-color front and back, and quality glossy stock give your ad more impact. Connect your business to key parent group decision-makers nationwide with distribution to all 83,000 K-8 schools, plus a bonus distribution to 4,000 of our most highly engaged leaders. Leave the details to us—we'll design\*, package and distribute your mailer for you, while you focus on the day-to-day essentials of running your business.

### Schedule

Space Close	Ad Materials Deadline	Mail Date
6/24/16	7/19/16	8/11/16
11/15/16	12/08/16	1/05/17

All Idea Pack ads are now one size, a jumbo 7.75"x5". Both sides are four-color, with bleeds allowed. Coated, glossy stock makes your business really stand out.

Choose national distribution or select a targeted regional approach. Combine any of the 8 regions to best suit your needs.

### Rates

National	1X	2X
8 Regions (87,000 circulation)	\$4,850	\$4,675
Regional		
1 Region (10,500 average circulation)	\$1,150	\$1,091
Any 2 regions	\$1,657	\$1,540
Any 3 regions	\$2,108	\$1,975

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

Rate Card – Effective May 1, 2015. All of the above prices are NET rates.

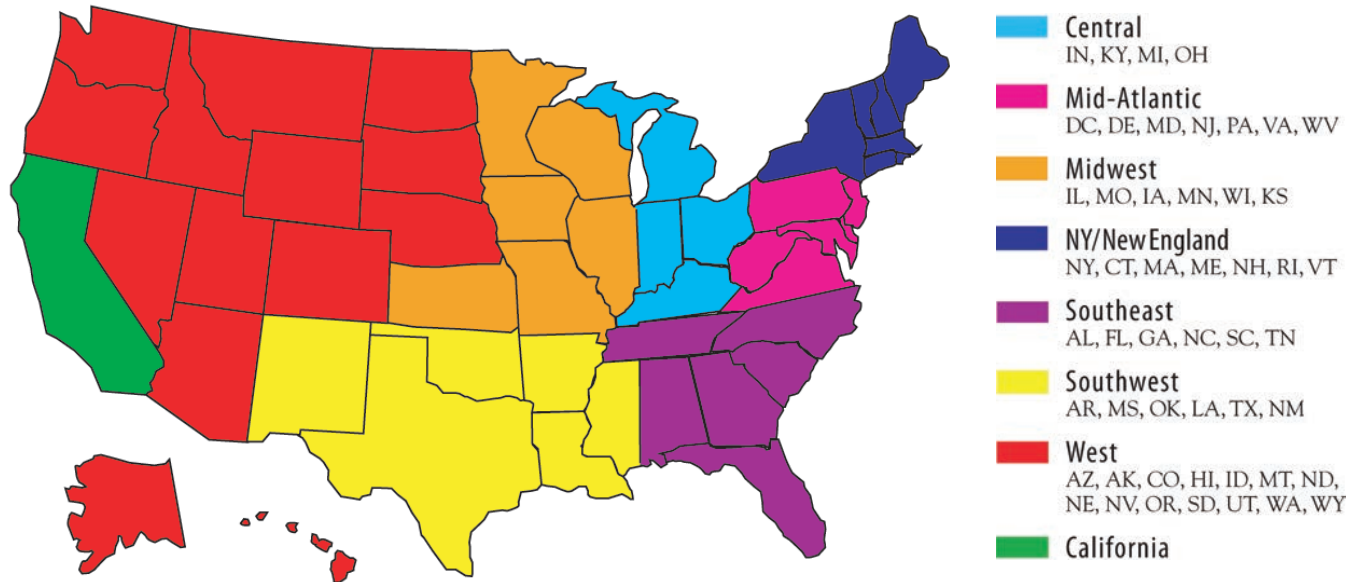
For additional regional pricing, contact John Williams at 800-644-3561 x201.

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

(over)

## 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

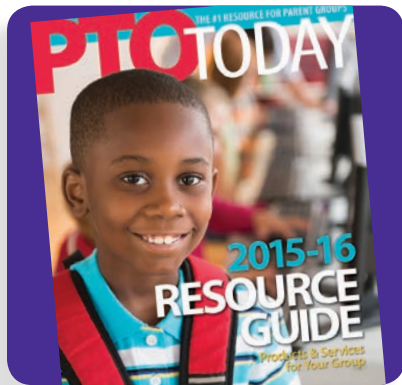
Let our professional designers create your mailer. Call for details and pricing.

## Premium Opportunities

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







## 2016-2017 Resource Guide

**Register today!**

*"The resources you offer in your magazine and on the website are really helpful to our PTO in making decisions on the vendors we use at our school."*

Derek Dyer  
St. Catherine of Genoa School  
Somerville, MA

### Preferred Customer Program!

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**Learn more!**

# PTOTODAY

ptotoday.com/advertise  
800-644-3561 x201

## The PTO Today Resource Guide connects you with the entire K-8 parent group market... both in print and online!

The PTO Today Resource Guide is THE vendor directory used by parent groups across the country to find school-related products, programs, and services. And now, your ad or listing in the April printed directory comes with an online listing to give your business even more exposure!

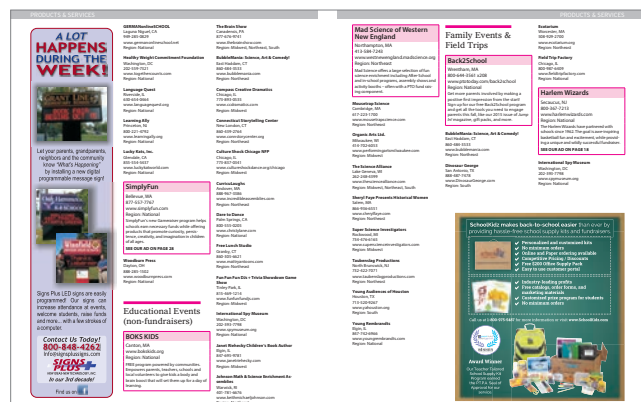
### PTO Today Print Resource Guide – Display Ad Deadline for the 2016 edition: February 3, 2016!!

Printed in April, the PTO Today Resource Guide is referred to **year round** by school parent group leaders looking for programs and planning events. Your display ad in the Resource Guide will stand out among your competitors, and give your company **12 months of visibility** with your best prospects!

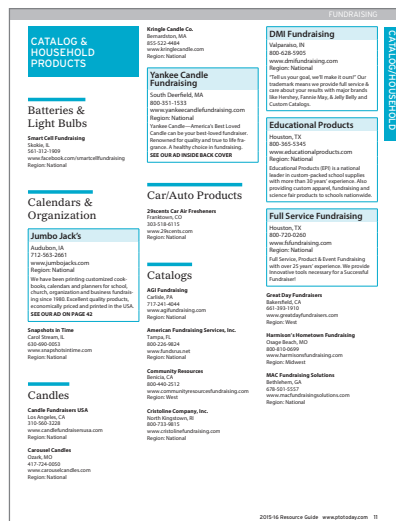
Ad sizes from 1/3 page to a 2-page spread at prices to suit your budget. Marketplace ads also available. [See rates.](#)

### PTO Today Resource Guide Listings — Your First Basic Listing is Free!

A basic listing in the print Resource Guide is free. Upgrades to multiple category listings and larger, more prominent Premier listings are also available. **To be included in the April 2016 print edition you must submit your listing by February 3, 2016.**



# PTO TODAY Resource Guide



Your print listing comes with a complementary listing in our online version (formerly known as PTO Today's Yellow Pages). Listings received *after* the February 3, 2016 deadline will be posted online within one week, and remain for one year. However, the listing will not appear in the print edition until the following year.

## Listing Pricing and Information

### RATES

### PRINT AND ONLINE LISTINGS

**FREE**

#### Basic Listing

*Includes company name, phone and URL. Online listing includes live link to company website.*

**+\$100**

#### Basic Listing in Additional Category

**\$350**

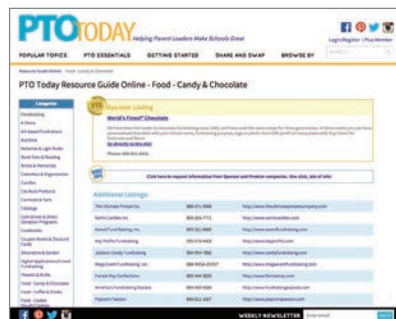
#### Premier Listing

*30-word description of your company, bordered and bold print*

**+\$150**

#### Premier Listing in Additional Category

*Listing must be exactly the same as other Premier listing*



**Note:** Gold Category Sponsorships are available for the Online Resource Guide. Gold Listings put your business at the very top of the category listings so it's noticed first! Contact [John Williams](#) for availability and pricing.

If you've done business with us this past calendar year (print advertising, Expos, online advertising, Idea Pack, or custom programs) your Basic listing information will be automatically included in the print and online editions. [Upgrade your listing or add a listing.](#)

*Listings for the 2016 print Resource Guide must be submitted by February 3, 2016. Any listings received after this date will be held for the 2017 edition. Online listings will be posted within one week of submission and be listed for one year.*





*"The PTO Today Expos are so great. We love the one-day schedule. We meet lots of new prospects and it's easy on the travel budget."*

Lisa deBonoPaula  
SpiritMonkey.com

## **Why a PTO Today Expo?**

### **Exhibitor Only**

No distractions.  
Consistent, all-day traffic.

### **100% PTO and PTA Leader Audience**

Your best prospects, all under  
one roof.

### **Regional or National Options**

Choose one Expo to reach your  
specific region. Choose several  
to expand your presence.

## Face-to-Face Sales With Your Best Prospects!

Every PTO Today Expo attracts hundreds of PTO and PTA decision-makers who raise money and spend money on behalf of their schools. No matter what business you're in – fundraising, playground equipment, arts and entertainment programming, etc. – you can't afford to miss a PTO Today Expo. We are the only company that offers you this one-of-a-kind opportunity for same-day, face-to-face sales with your ideal customers.

DATE	LOCATION
February 9	Dallas, TX (Plano)
February 11	Houston, TX (Conroe)
February 16	Philadelphia, PA (Oaks)
February 22	Nashville, TN (Franklin)
March 1	Edison, NJ
March 8	Los Angeles, CA (Pasadena)
March 15	Hartford, CT
March 23	Chicago, IL (Villa Park)
April 5	Baltimore , MD (Timonium)
April 12	Boston , MA (Randolph)
April 19	Columbus, OH
April 26	San Diego, CA (La Jolla)

## Reserve Your Space Now – Booths Sell Out Quickly

Pick one targeted Expo, or exhibit at several events for broader exposure. Visit [www.ptotoday.com/ptoexpos](http://www.ptotoday.com/ptoexpos) for more details. Or, contact John Williams at 1-800-644-3561, x201 or [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com) to learn more about how Expos can grow your business.

## Expand Your Expo Investment With a Local Sponsorship!

Individual Show/Local Sponsorships are available at all **2016 Expo** locations. Space is limited!

### Local sponsorship highlights include:

- Premium double booth placement in our Sponsor Pavilion
- Complete attendee list from sponsored show (terms and conditions apply)
- Logo presence across sponsored show programs/signage
- Logo presence and links on ptotoday.com Expos web pages





*"I love the articles and always browse through the ads when we are looking for a fundraiser or vendor. I've gotten a ton of ideas from the magazine."*

Holly Weber  
PTO Leader  
Academy Park

### ***Preferred Customer Program!***

Earn credits toward *PTO Today* magazine advertising with every dollar you spend on non-magazine media.

**Learn more!**

## Regional. Targeted. Perfect for your New England business.

Join *PTO Today New England!* Published and distributed with the national March 2016 issue of *PTO Today* magazine to more than 5,000 K-8 schools in New England.

This edition will focus exclusively on the New England area and is targeted specifically to group leaders and decision-makers in schools throughout the region.

### Advertising Details

#### Size: 6"x9" (digest)

**Circulation:** 5,000 school parent group contacts exclusively in New England

<b>Pricing:</b>	Full page	<b>\$3,100</b>
	1/2 page	<b>\$1,750</b>

**Distribution:** March 2016

<b>Deadlines:</b>	Space reservation	1/11/16
	Materials Deadline	1/18/16

**Delivery:** Polybagged with *PTO Today*

Contact John Williams to discuss opportunities in our other special Regional Editions of *PTO Today*.

# PTOTODAY

ptotoday.com/advertise  
800-644-3561 x201



*"I love the articles and always browse through the ads when we are looking for a fundraiser or vendor. I've gotten a ton of ideas from the magazine."*

Holly Weber  
PTO Leader  
Academy Park

### **Preferred Customer Program!**

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**Learn more!**

## A New Publication for PTO and PTA Leaders in Texas!

Join the special edition of *PTO Today Texas*! Published and distributed with the national March 2016 issue of *PTO Today* to more than 6,500 schools in the great state of Texas.

This edition is targeted specifically to group leaders and decision-makers in K-8 schools throughout the state.

### Advertising Details

#### Size: 6"x9" (digest)

**Circulation:** 6,500 school parent group contacts exclusively in Texas

<b>Pricing:</b>	Full page	<b>\$3,100</b>
	1/2 page	<b>\$1,750</b>

**Distribution:** March 2016

<b>Deadlines:</b>	Space reservation	1/11/16
	Materials Deadline	1/18/16

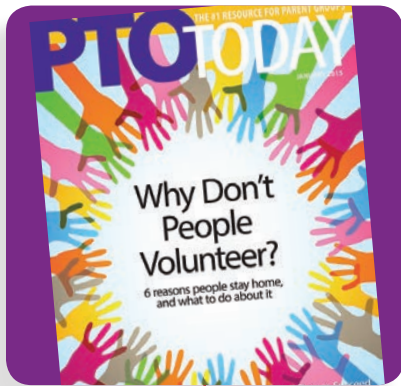
**Delivery:** Polybagged with *PTO Today*

Contact John Williams to discuss opportunities in our other special Regional Editions of *PTO Today*.

# PTO TODAY

ptotoday.com/advertise  
800-644-3561 x201

# PTO TODAY Preferred Customer Program



*"I've been involved with our parent group for years, and I find all your resources extremely helpful, along with your programs and tools."*

Jennifer Windels  
PTO President  
Falls Elementary School  
International Falls, MN

## Become a Preferred Customer

*Stretch your advertising dollars and reach the PTO and PTA leaders your business relies on.*

Put your hard-earned advertising dollars into a non-magazine PTO Today vehicle, and receive a credit to use in future issues of *PTO Today* magazine! The more you spend, the larger your credit.

Combine your dollars from the PTO Today Idea Pack, custom programs, online and e-newsletter banner ads, or even booth space at any of our PTO Today Expos, and earn credits toward magazine advertising. Choose any of our seven popular issues to reach 83,000+ schools with your ad.

<u>Non Magazine Advertising</u>	<u>Credit Towards PTO Today Advertising</u>
Spend \$10,000	Receive a \$500 Credit
Spend \$20,000	Receive a \$1,500 Credit
Spend \$30,000	Receive a \$3,000 Credit
Spend \$40,000 or more	Receive a \$5,000 Credit

## PTO Today magazine

### Relied on by more PTO and PTA leaders:

- 80% of *PTO Today* readers read half or more of every issue
- 70% of *PTO Today* readers keep their copies for future reference

*Source: Readex Research*

**PTO**TODAY

ptotoday.com/advertise  
800-644-3561 x201