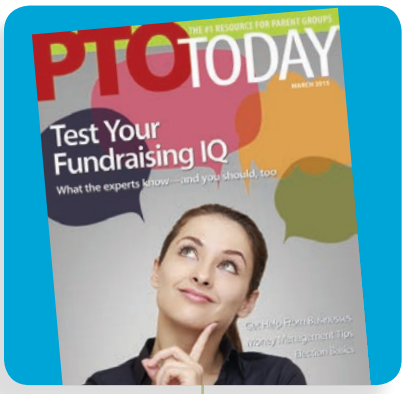


2015-2016 Editorial Calendar & Rate Card

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

"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

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

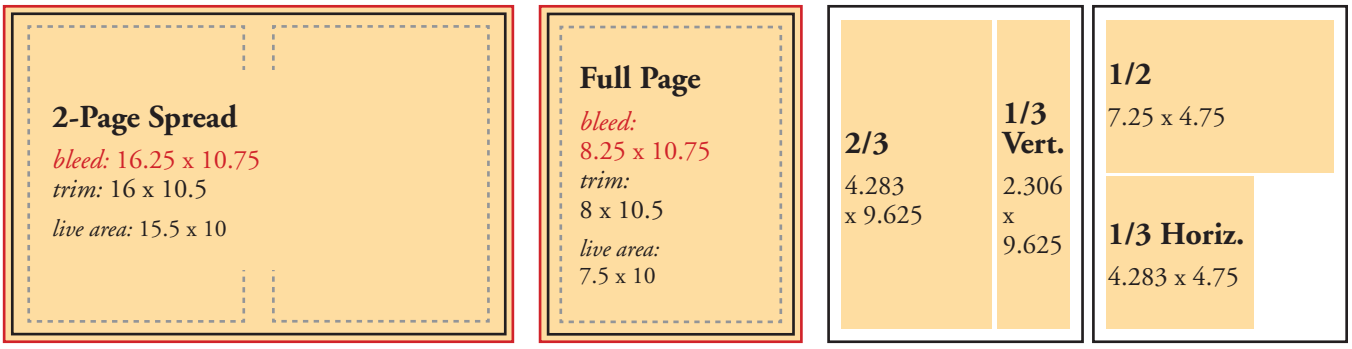
Preferred Customer Program!

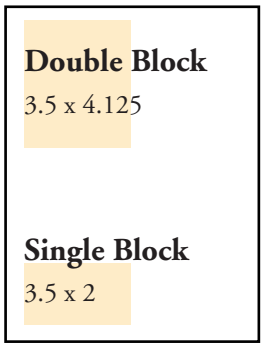
Earn credits toward *PTO Today* magazine advertising with every dollar you spend on non-magazine media.

Learn more!

General Advertising (continued)

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





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

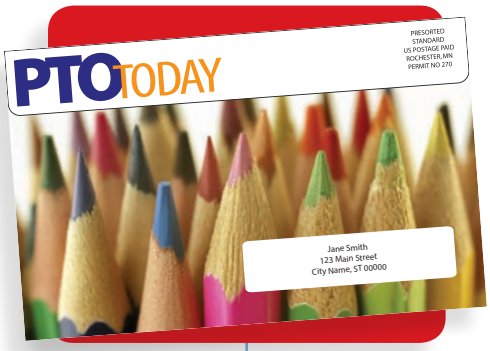
Position your sales material as a polybagged outsert with select issues of *PTO Today* magazine.

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

PTOTODAY

ptotoday.com/advertise

800-644-3561 x201



2015-2016 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
6/29/15	7/17/15	8/12/15
11/13/15	12/09/15	1/06/16
6/24/16	7/19/16	8/11/16

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.

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

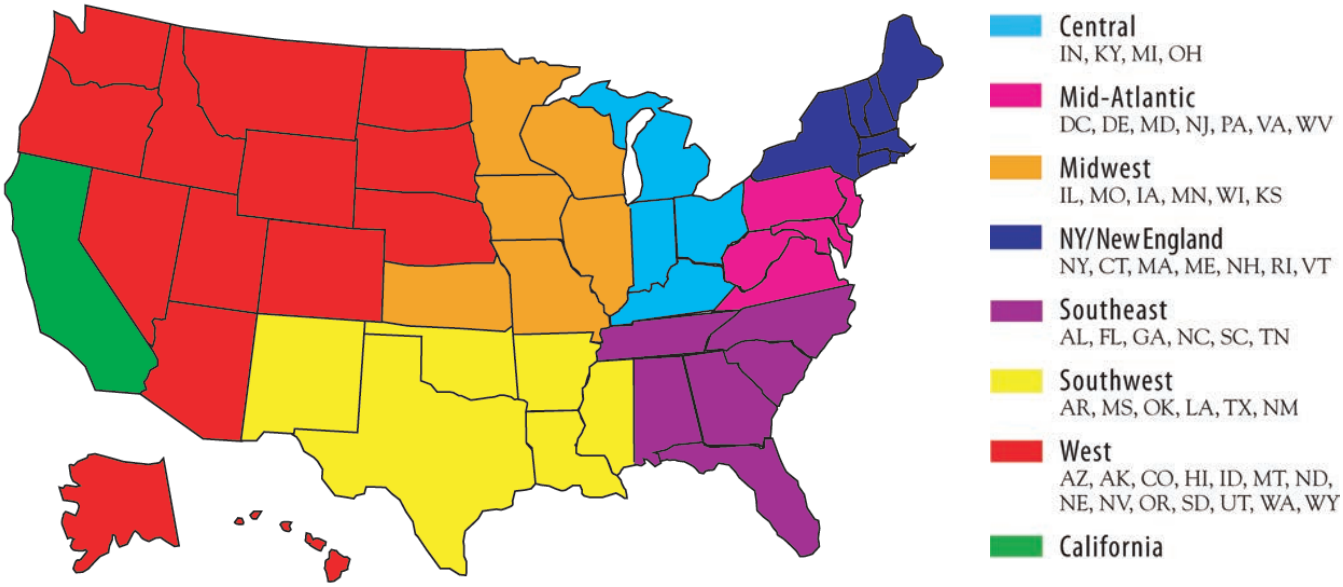
Maya Shaw
PTO President
Legacy Prep Charter Academy
Mesquite, TX

New Features!!

- Higher quality, glossy stock
- 4-color, front and back
- Larger size card
- Full bleeds now available

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

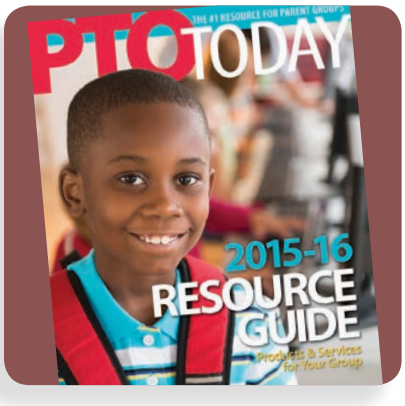
Let our professional designers create your mailer. Call for details and pricing.

Premium Opportunities

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

PTOTODAY

ptotoday.com/advertise
800-644-3561 x201



2016-2017 Resource Guide

Register today!

"This is a wonderful resource that we use often. We've contacted many vendors after seeing them in the magazine."

Lynda Aucompaugh
Fundraising Chair
Coxsackie Elementary School
Coxsackie, NY

Preferred Customer Program!

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

Learn more!

One listing connects you with the entire K-8 parent group market, all year long!

The PTO Today Resource Guide is a one-of-a-kind printed vendor directory that parent groups across the country rely on to find school-related products, programs and services like yours. The Resource Guide is published in April to better support planning for the upcoming school year. We remain the most-used, most-comprehensive year-round directory resource for local PTOs and PTAs, featuring easy-to-navigate listings for both regional and national businesses across all school-related categories, including:

- **Fundraising**
- **Playgrounds & Recreation**
- **Products & Services (concession equipment, family events, school signs, teacher appreciation, etc.)**

Every business gets a FREE listing to start — Place yours today.

Don't wait until it's too late! The Buyer's Guide is the one-stop product and service directory PTOs and PTAs refer to all year.

Go to **www.ptotoday.com/advertise/print/resource-guide** to get started with your FREE Standard listing. Learn how upgrading to a Premier listing for as little as $350 or placing a display ad can ensure school parent group leaders see your business first.

For more information, contact us at 800-644-3561 x207 or advertise@ptotoday.com.

Deadline for FREE listing: January 6, 2016

9 out of 10 Parent Group Leaders say...

- **They'll refer to the Resource Guide for new ideas in fundraising, events and other school projects**
- **They consider the Resource Guide a valuable resource they'll use throughout the year**

PTO TODAY
ptotoday.com/advertise
800-644-3561 x201

"The tools on the PTO Today web-site 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!

2015-2016 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

320 x 50 banner
Optimized for mobile

300 x 250 banner
Located on all our top-level category pages and article pages

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.

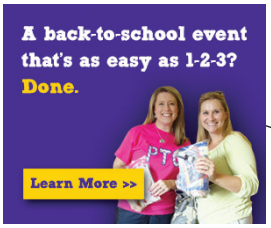
Based on the minimum purchase of 50,000 impressions, the monthly cost would be $1,000. All prices are net.
All creative for banner ads is due 2 weeks prior to start of campaign.

PTO TODAY Digital Advertising

"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

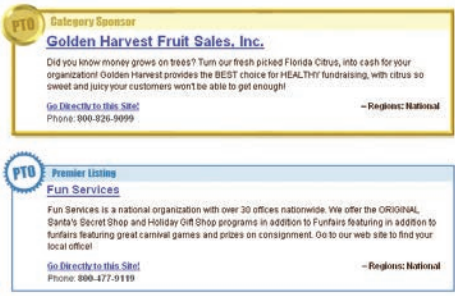


PRICING (approx. 52 issues per year)	
1 Newsletter Run	$800
2 Newsletter Runs	$1,400 ($700 ea.)
12 Newsletter Runs, 1 per month	$6,000 ($500 ea.)

Integrated digital packages are also available. Call for details

Yellow Pages

Our online Yellow Pages are 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 one basic listing with your company name, phone number and direct link to your website for only $100. Year-round visibility for pennies per day. Increase your presence with a Premier or Sponsor listing. Visit ptotoday.com/yellowpages for complete pricing details.

Additional Listings:

3-J Fund Raising	800-352-2643	http://www.3JFundRaising.com
Fundraise Now!	972-564-9449	http://www.fundraisenow.com
Pacific Northwest Fundraising	866-712-4477	http://www.pnwfr.com
Stevco Fundraising	800-359-7028	http://enjoyfundraising.com
Davids Cookies	800-217-2938	http://www.davidscookies.com

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800-644-3561 x201

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.

"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

Non Magazine Advertising	Credit Towards *PTO Today* Advertising
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