



## 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

<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*