Connect your product or service with engaged local PTO and PTA leaders 6 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 2016-2017

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Space Reservation Deadline</th>
<th>Ad Materials Deadline</th>
<th>Issue in Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2016</td>
<td>Back to School</td>
<td>6/15/16</td>
<td>6/22/16</td>
<td>8/11/16</td>
</tr>
<tr>
<td>September 2016</td>
<td>Parent Group of the Year</td>
<td>7/20/16</td>
<td>7/27/16</td>
<td>9/15/16</td>
</tr>
<tr>
<td>October 2016</td>
<td>Playground</td>
<td>8/24/16</td>
<td>8/31/16</td>
<td>10/20/16</td>
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<tr>
<td>January 2017</td>
<td>Parent Involvement</td>
<td>11/09/16</td>
<td>11/16/16</td>
<td>1/05/17</td>
</tr>
<tr>
<td>February 2017</td>
<td>Event Ideas</td>
<td>12/21/16</td>
<td>12/28/16</td>
<td>2/16/17</td>
</tr>
<tr>
<td>March 2017</td>
<td>Fundraising</td>
<td>1/25/17</td>
<td>2/01/17</td>
<td>3/23/17</td>
</tr>
</tbody>
</table>

### General Advertising

Rate Card – Effective April 1, 2016. All rates are NET of agency discount and include 4-color. Publisher reserves the right to decline materials that are considered advertorial.

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

*Special positions (non-cover), add 15% surcharge.

Laura Newby
PTO President
New Windsor School
New Windsor, NY

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

Preferred Customer Program!
Earn credits toward *PTO Today* magazine advertising with every dollar you spend on non-magazine media.
General Advertising (continued)
All rates include 4-color. No competitive separation offered. All rates are NET of agency discount.

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.
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.

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

<table>
<thead>
<tr>
<th>National</th>
<th>1X</th>
<th>2X</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Regions (87,000 circulation)</td>
<td>$4,850</td>
<td>$4,675</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regional</th>
<th>1X</th>
<th>2X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Region (10,500 average circulation)</td>
<td>$1,150</td>
<td>$1,091</td>
</tr>
<tr>
<td>Any 2 regions</td>
<td>$1,657</td>
<td>$1,540</td>
</tr>
<tr>
<td>Any 3 regions</td>
<td>$2,108</td>
<td>$1,975</td>
</tr>
</tbody>
</table>

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

Rate Card – Effective April 1, 2016. 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.
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.
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 the 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

Preferred Customer Program!
Earn credits toward PTO Today magazine advertising with every dollar you spend on non-magazine media.

2016-2017 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.

“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

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.
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  
  [http://www.3JFundRaising.com](http://www.3JFundRaising.com)

- **Fundraise Now!**  
  972-564-9449  
  [http://www.fundraisenow.com](http://www.fundraisenow.com)

- **Pacific Northwest Fundraising**  
  866-712-4477  
  [http://www.pnwfr.com](http://www.pnwfr.com)

- **Stevco Fundraising**  
  800-359-7028  
  [http://enjoyfundraising.com](http://enjoyfundraising.com)

- **Davids Cookies**  
  800-217-2938  
  [http://www.davidscookies.com](http://www.davidscookies.com)
PTO TODAY Resource Guide Online

The PTO Today Resource Guide Online is used year-round by parent groups across the country to find school-related products, programs, fundraisers, and services. Your ad or listing in the online directory links directly to your company website, so your best customers are just a click away!!

PTO Today Resource Guide Online – Flexibility for Your Business
The Resource Guide has more than 60 categories in which to place your business, including fundraising, products, services, enrichment programs, playgrounds, and recreation. And with three listing options from which to choose, there is a spot for every business and every budget.

Listing Options

Connect your company with the entire K-8 parent group market!

"The Resource Guide is a wonderful resource that we use often. We've contacted many vendors after seeing them on ptotoday.com."

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.
Gold Category — Our very best listing, this sponsorship puts your business at the top of the category so it’s noticed first! Gold listings are brightly highlighted, and include a 30-word description of your company and live link to your website. Only one Gold Sponsorship is allowed per category; contact John Williams for availability.

Premier Listing — A premier listing is bordered with blue and includes a 30-word description and live link to your website. Several premier listings from multiple companies may appear on a category page, and will rotate from top to bottom for equal exposure.

Basic Listing — Each basic listing includes your company name, phone number, and URL with a live link to your company website. Listings are added as they are submitted and rotate randomly for equal exposure.

Additional Listings:
- Great Day Fundraisers
- Perfect Choice Fundraising
- DMI Fundraising
- FCM Fundraising
- Spirit Fundraising
- MCT Fundraising
- Big Fundraising
- Community Resources
- Educational Products
- Early Learning
- Terri’s Fundraising
- Non-Profit Fundraising
- Hudson’s Fundraising
- All Fundraising
- Custom Fundraising Services, Inc.
- Claire’s Choice Fundraising

Pricing:

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Listing (one category)</td>
<td>FREE!</td>
</tr>
<tr>
<td>Basic Listing (additional category)</td>
<td>$100 each additional listing</td>
</tr>
<tr>
<td>Premier Listing (one category)</td>
<td>$350</td>
</tr>
<tr>
<td>Premier Listing (additional category)</td>
<td>+$150 each additional listing</td>
</tr>
<tr>
<td>Gold Sponsorship Listing</td>
<td>$650</td>
</tr>
</tbody>
</table>

Listings should be submitted at ptotoday.com/advertise/resourceguide. Listings will appear online at ptotoday.com/resourceguide within one week of submission and will remain for one year.
Custom Programs to Grow Your Business

If you want to take your marketing efforts to the next level, PTO Today can work with you to create a custom program. Our unparalleled connection to parent group leaders at 83,000+ K-8 schools across the county creates unique opportunities to reach your exact demographic for a product launch, sampling program, contest or promotion, or to simply extend your distribution reach.

We offer four great programs for your business:

Custom Emails
PTO Today is your best partner to reach PTO and PTA leaders with your company’s promotions, contests, or any program where you need to connect with school groups and leaders. Custom emails get delivered right to the inbox of the engaged leaders your business needs. We can focus regionally to your exact geographic area, or nationally for greater reach.

Preferred Customer Program!
Earn credits toward PTO Today magazine advertising with every dollar you spend on non-magazine media.

PTO TOTODAY
ptotoday.com/advertise
800-644-3561 x201
Lead Generation Programs
Use our network of school parent group leaders to build sales. Our expertise in the market will help you identify your best prospects and get results. We work with select partners to develop a highly targeted lead generation program that fits their marketing needs.

Product Sampling
Have a new product for the school market? Want to test leader reaction or get feedback? PTO Today can distribute your samples to the leaders you want...and the parents you need. No more mass mailing or “hit or miss” sampling. Your product ends up directly in the hands of the parent group leaders, influencers or families your business relies on.

Local, regional, or national programs for leaders or parents of school-age kids.

Market Research
Tap into our proprietary database of hundreds of thousands of parent group leaders from schools all across the country to get their feedback and opinions on a new product, school-based promotion, or marketing program. Our geo-targeting capabilities offer “no waste” distribution channels and you’ll know you’re reaching exactly the right audience.

PTO Today can develop a custom program that fits your business’ individual needs. Contact John Williams to discuss our capabilities and learn how we can help you reach your exact audience.
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, and this spring we’re hosting 13 events in these markets:

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

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2</td>
<td>Hartford, CT</td>
</tr>
<tr>
<td>February 8</td>
<td>Columbus, OH</td>
</tr>
<tr>
<td>February 15</td>
<td>Houston (Conroe), TX</td>
</tr>
<tr>
<td>March 1</td>
<td>Nashville (Lebanon), TN</td>
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<tr>
<td>March 7</td>
<td>San Antonio (San Marcos), TX</td>
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<tr>
<td>March 15</td>
<td>Los Angeles (Pasadena), CA</td>
</tr>
<tr>
<td>March 21</td>
<td>Boston (Marlborough), MA</td>
</tr>
<tr>
<td>March 31</td>
<td>Edison, NJ</td>
</tr>
<tr>
<td>April 4</td>
<td>Baltimore (Timonium), MD</td>
</tr>
<tr>
<td>April 6</td>
<td>Anaheim, CA</td>
</tr>
<tr>
<td>April 11</td>
<td>Dallas (Mesquite), TX</td>
</tr>
<tr>
<td>April 20</td>
<td>Chicago (St. Charles), IL</td>
</tr>
<tr>
<td>April 25</td>
<td>Philadelphia (Oaks), PA</td>
</tr>
</tbody>
</table>

“PTO Today Expos have more focused attendance than other shows. Everyone that came to our booth was a potential client.”

Ryan Thompson, Mobile Ed Products

**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.
Reserve Your Space Now – Booths Sell Out Quickly

Pick one targeted Expo or exhibit at several events for broader exposure. Visit pttoday.com/ptoexpos for more details. Or contact John Williams at 800-644-3561 x201 or jwilliams@ptotoday.com to learn more about how PTO Today Expos can grow your business.

Expand Your Expo Investment With a Local Sponsorship!

Individual show/local sponsorships are available at all 2017 PTO Today 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 pttoday.com Expos web pages
New Sponsorship Opportunities!

PTO Today Expos are growing, and we’re now offering new limited-availability National Sponsorship opportunities to help you maximize visibility, build brand awareness, and increase sales. Each PTO Today Expo attracts hundreds of active, engaged parents who are connected to thousands of school families and are the ideal advocates for your brand.

Expo Sampling
Put your shelf-stable product sample or literature right in the hands of our audience at an Expo event. This is a cost-effective, efficient way to launch a new product, encourage trial, or just get moms talking about your brand! No one else delivers this 100% leader audience in an environment where they’re focused on their children and their schools.

Benefits of PTO Today Expo Sampling
- 13 locations in 2017 (see reverse)
- 5,000+ highly engaged leaders
- Sample or product information personally handed to each attendee
- Contextual environment
- Competitive pricing

Focus Groups
Take advantage of our highly targeted, enthusiastic audience by conducting your focus group on location at a PTO Today Expo. We’ll reach out to our leaders and secure participants, and we’ll provide a conveniently located, private space for your group.

The average PTO or PTA leader is an ideal candidate: a “millennial mom” parenting two or more children; volunteering for 3+ organizations; working (part- or full-time) outside the home. If your demographic is moms with school-age kids, a PTO Today Expo is the place to reach them.

“What a great show! The crowd was super-targeted and super-engaged. I had a great experience and will be back for more in the future.”

Michael Russo
Meraki Marketing
East Islip, NY
Workshop Sponsor

Each PTO Today Expo includes two breakout sessions for attendees, at which PTO Today staff provide instruction, advice, suggestions, and tips to help groups function more effectively at their schools. Topics range from volunteering and teacher appreciation ideas, to insurance issues and group finances.

Sponsorship of these well-attended sessions includes prominent logo presence on signage, show program, and online schedule; recognition during public announcements; and distribution of your materials.

For pricing and availability of all the above opportunities contact John Williams at 800-644-3561 x201.

2017 PTO Today Expos

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2</td>
<td>Hartford, CT</td>
<td>XL Center</td>
</tr>
<tr>
<td>2/8</td>
<td>Columbus, OH</td>
<td>OH Expo Center &amp; State Fairgrounds</td>
</tr>
<tr>
<td>2/15</td>
<td>Houston (Conroe), TX</td>
<td>Lone Star Convention &amp; Expo Center</td>
</tr>
<tr>
<td>3/1</td>
<td>Nashville, (Lebanon) TN</td>
<td>Wilson County Fairgrounds</td>
</tr>
<tr>
<td>3/7</td>
<td>San Antonio (San Marcos), TX</td>
<td>Embassy Suites, San Marcos Conference Center</td>
</tr>
<tr>
<td>3/15</td>
<td>Los Angeles (Pasadena), CA</td>
<td>Pasadena Convention Center</td>
</tr>
<tr>
<td>3/21</td>
<td>Boston (Marlborough), MA</td>
<td>Royal Plaza Trade Center</td>
</tr>
<tr>
<td>3/31</td>
<td>Edison, NJ</td>
<td>NJ Convention &amp; Expo Center</td>
</tr>
<tr>
<td>4/4</td>
<td>Baltimore (Timonium), MD</td>
<td>MD State Fairgrounds</td>
</tr>
<tr>
<td>4/6</td>
<td>Anaheim, CA</td>
<td>Business Expo Center</td>
</tr>
<tr>
<td>4/11</td>
<td>Dallas (Mesquite), TX</td>
<td>Mesquite Convention Center</td>
</tr>
<tr>
<td>4/20</td>
<td>Chicago (St. Charles), IL</td>
<td>Pheasant Run</td>
</tr>
<tr>
<td>4/25</td>
<td>Philadelphia (Oaks), PA</td>
<td>Greater Philadelphia Expo Center at Oaks</td>
</tr>
</tbody>
</table>
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 six popular issues to reach 83,000+ schools with your ad.

<table>
<thead>
<tr>
<th>Non Magazine Advertising</th>
<th>Credit Towards PTO Today Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend $10,000</td>
<td>Receive a $500 Credit</td>
</tr>
<tr>
<td>Spend $20,000</td>
<td>Receive a $1,500 Credit</td>
</tr>
<tr>
<td>Spend $30,000</td>
<td>Receive a $3,000 Credit</td>
</tr>
<tr>
<td>Spend $40,000 or more</td>
<td>Receive a $5,000 Credit</td>
</tr>
</tbody>
</table>

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

“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