2017-2018 Calendar & Rate Card

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 2017-2018	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
August 2017	6/14/17	6/21/17	8/11/17
September 2017	7/19/17	7/26/17	9/15/17
October/November 2017	8/23/17	8/30/17	10/21/17
January 2018	11/08/17	11/15/17	1/06/18
February 2018	12/20/17	12/27/17	2/16/18
March/April 2018	1/24/18	1/31/18	3/23/18
August 2018	6/13/18	6/20/18	8/11/18
September 2018	7/18/18	7/25/18	9/15/18
October/November 2018	8/22/18	8/29/18	10/21/18

"I took over as president this year and your magazine has helped me so much. Our last president always did the same old thing. Your magazine helped us change our yearly jog a thon and we raised more money.. assemblies too.. thank you."

Preferred Customer Program!

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

General Advertising

Rate Card – Effective April 1, 2017. 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	6X
2-Page Spread*	$16,000	$15,725	$14,325	$13,850
½-Page Spread*	$10,710	$9,870	$9,135	$8,453
Full-Page*	$10,200	$9,400	$8,700	$8,050
2/3 Page	$8,875	$8,300	$7,700	$6,900
1/2 Page	$7,050	$6,650	$6,225	$5,300
1/3 Page	$5,575	$5,225	$4,900	$4,325
Back Cover	$13,925	$12,750	$11,550	$10,150
Inside Front/Cover II	$13,350	$12,200	$11,050	$9,575
Inside Back/Cover III	$12,725	$11,675	$10,650	$9,200

** Add 10% for premium position*

***In a survey of school parent group leaders*:**

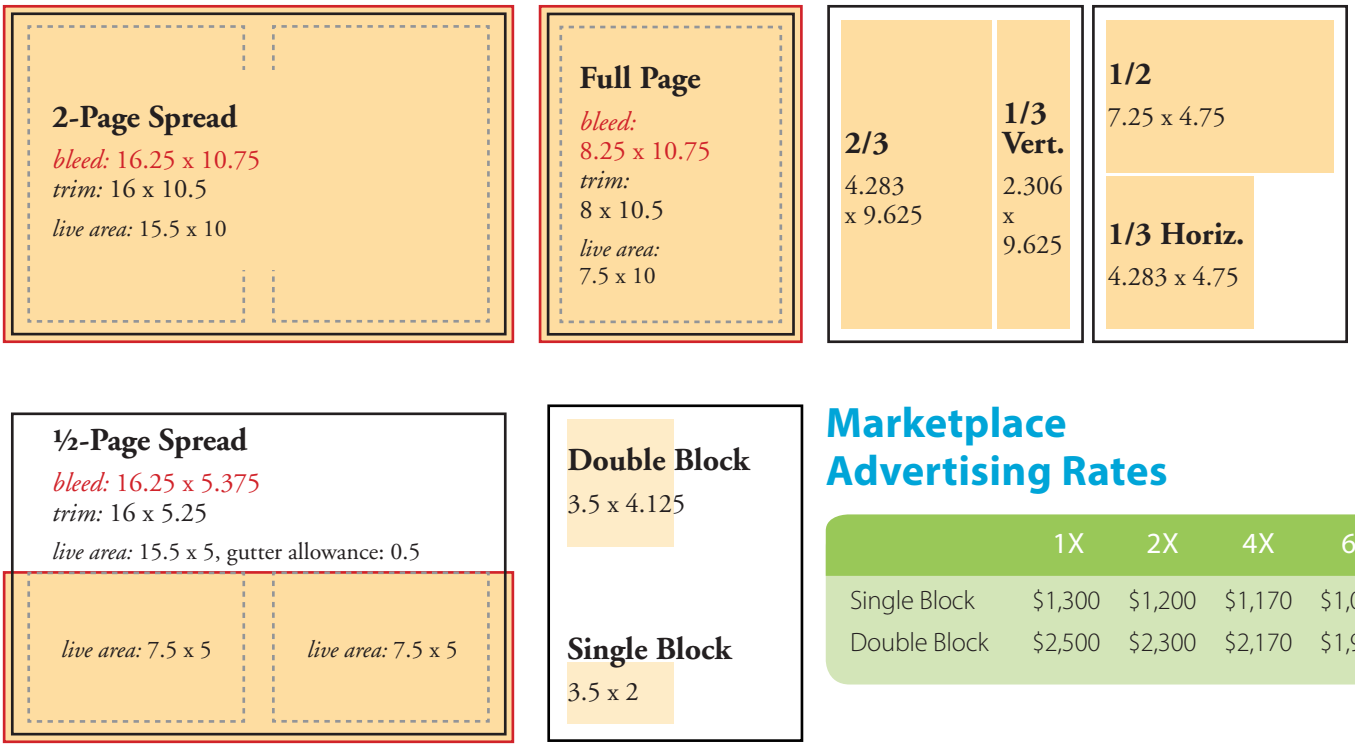
80% HAVE USED or PLAN TO USE

PTO Today magazine to get information about companies, products, and services

(over)

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	6X
Single Block	$1,300	$1,200	$1,170	$1,000
Double Block	$2,500	$2,300	$2,170	$1,960

Blow-in Card Rates

Size: up to 5 ½ x 5 ½ inches

Cost: $5,500 / $4,000 with companion ad (1/2 page or larger)

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.com/advertise

800-644-3561 x201

2017-2018 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

Edition	Space Close	Ad Materials Deadline	Mail Date
August 2017	6/23/17	7/18/17	8/10/17
January 2018	11/13/17	12/6/17	1/4/18

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)	$4,880*	$4,695*
Cover Sponsor	$4,000	$3,950
** Add 5% for premium position*		
Regional		
1 Region (10,500 average circulation)	$1,180	$1,100
Any 2 regions	$1,680	$1,580
Any 3 regions	$2,130	$1,990

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

Rate Card – Effective April 1, 2017. 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.

In a survey of school parent group leaders:

70%

say their parent group is

MORE LIKELY TO CHOOSE A VENDOR

that comes from a **PTO Today resource**

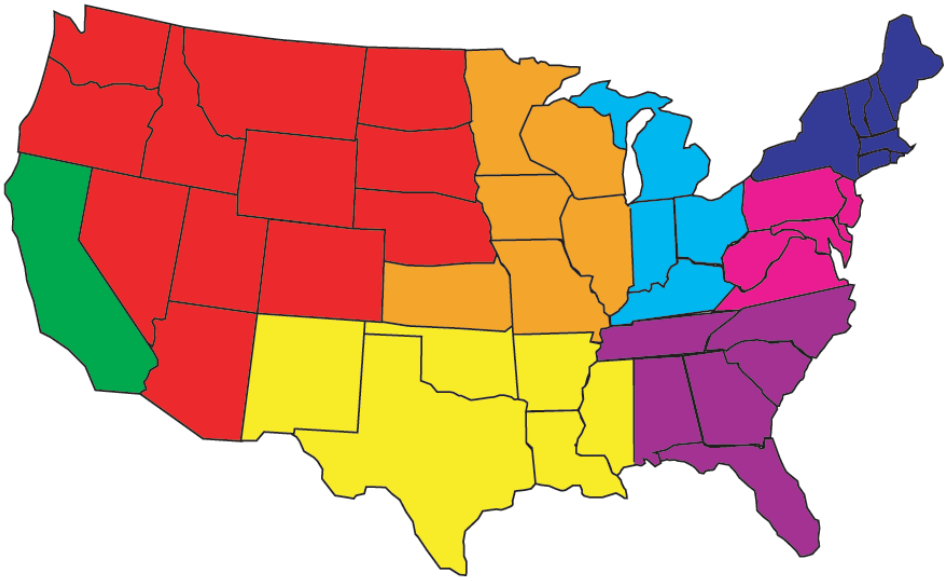
Features

- High quality, glossy stock
- 4-color, front and back
- Large size insert
- Full bleeds

(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.



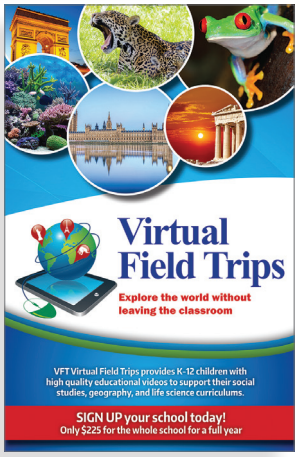
- **Central** — IN, KY, MI, OH
- **Mid-Atlantic** — DC, DE, MD, NJ, PA, VA, WV
- **Midwest** — IL, MO, IA, MN, WI, KS
- **NY/New England** — NY, CT, MA, ME, NH, RI, VT
- **Southeast** — AL, FL, GA, NC, SC, TN
- **Southwest** — AR, MS, OK, LA, TX, NM
- **West** — AZ, CO, ID, MT, ND, NE, NV, OR, SD, UT, WA, WY
- **California**

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.



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800-644-3561 x201

"It is a great resource for fundraising ideas and group activities. I also love the tips on how to get more volunteers involved!"

Preferred Customer Program!

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

In a survey of school parent group leaders:

95%

ARE VERY FAMILIAR or **SOMEWHAT FAMILIAR**

with PTOtoday.com

2017-2018 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 180,000 unique visitors per month (More than 220,000 visitors during back to school season)!

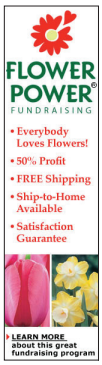
Sizes

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:
August-October: $22/thousand impressions
November-July: $20/thousand impressions

PTOtoday.com averages more than 180,000 unique users each month, serving more than 1.1 million ad 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.

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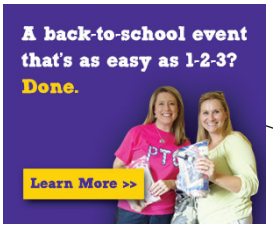
PTO TODAY Digital Advertising

"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 (weekly issues)	
1 Newsletter Run*	$840
2 Newsletter Runs*	$1,500
12 Newsletter Runs, 1 per month	$6,240

Integrated digital packages are also available. Call for details.

** Add 5% for banners run in August-October*

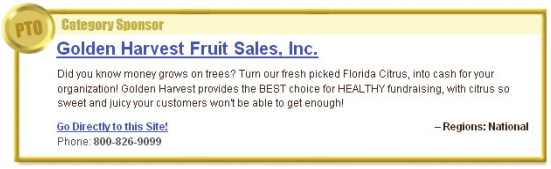
Resource Guide

The PTO Today Resource Guide is the one-stop shop for parent group leaders looking to instantly learn more about and connect with the suppliers they need to be successful. Suppliers like you.

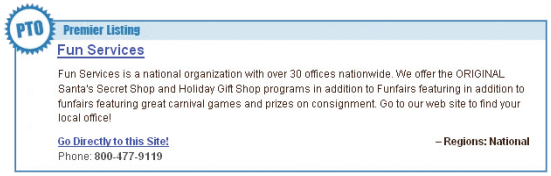
Listing Options

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* for complete pricing details.

Sponsor Listing



Premier Listing



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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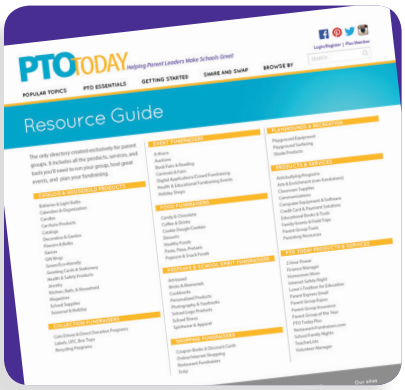


Register today!

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

Preferred Customer Program!

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

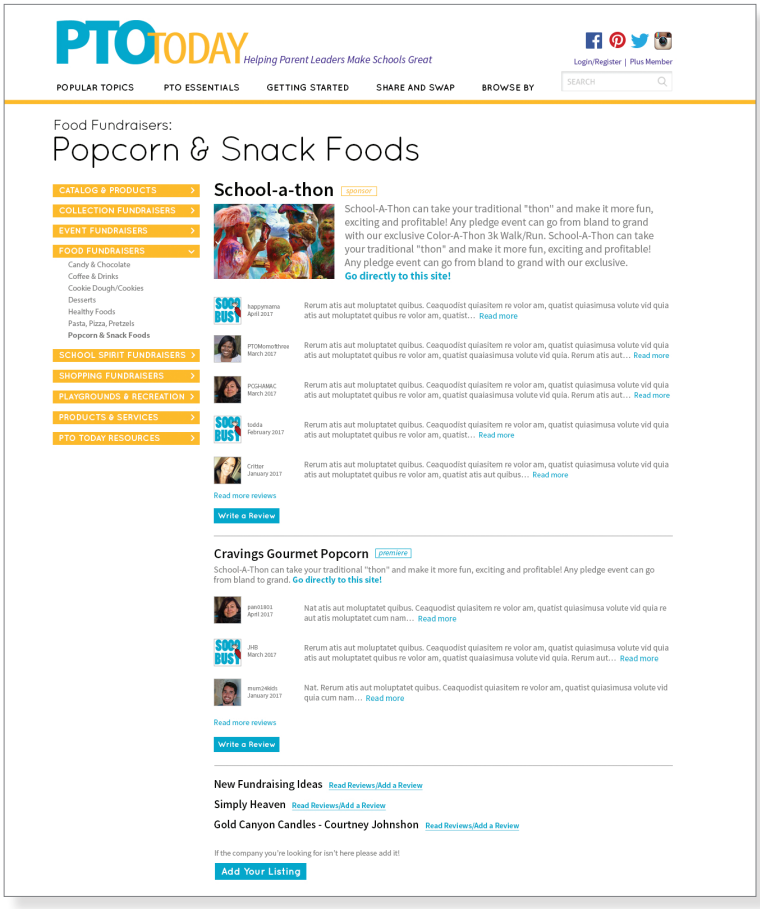
Connect your company with the entire K-8 parent group market!

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

PTO Today Resource Guide – 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



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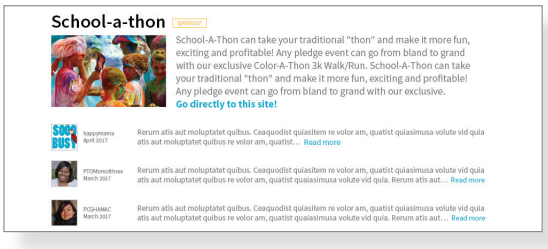
800-644-3561 x201

Accessed by more than

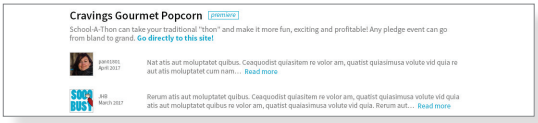
50,000

USERS ANNUALLY!

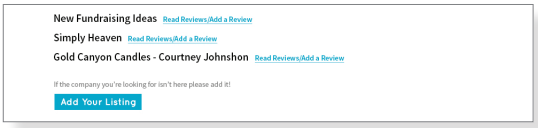
Sponsor Category — Our very best listing, this sponsorship puts your business at the top of the category so it's noticed first! Sponsor listings are brightly highlighted, and include a 30-word description of your company and live link to your website. Only one Sponsor is allowed per category; contact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



PRICING

Basic Listing (one category)	FREE!
Basic Listing (additional category)	$100 each additional listing
Premier Listing (one category)	$350
Premier Listing (additional category)	+$150 each additional listing
Sponsor Category Listing	$650

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.

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PTOtoday.com/advertise
800-644-3561 x201

PTO TODAY® LIVE

Face-to-Face Sales With Your Best Prospects!

Every PTO Today Live Expo attracts hundreds of PTO and PTA decisionmakers 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 Live event. We are the only company that offers you this one-of-a-kind opportunity for single-day, face-to-face sales with your ideal customers.

DATE	LOCATION
February 6	Dallas (Plano), TX
February 8	Houston (Conroe), TX
February 13	Raleigh, NC
February 21	Columbus, OH
March 13	Edison, NJ
March 15	Pasadena, CA
March 20	St. Louis (St. Charles), MO
March 27	Philadelphia (Oaks), PA
April 3	Chicago (St. Charles), IL
April 10	Grand Rapids, MI
April 24	Nashville (Lebanon), TN
May 1	Boston (Marlborough), MA

"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

"We got ALL our fundraisers from PTO Today conventions."

Tylinna Joy Maracle,
PTO Today Live
Attendee

Why PTO Today Live 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 Live Expo to reach your specific region. Choose several to expand your presence.

(over)

Reserve Your Space Now—Booths Sell Out Quickly

Pick one targeted event or exhibit at them all for broadest exposure. Visit PTOtoday.com/exhibitor for more details, or contact **John Williams** at **800-644-3561, ext. 201** or **jwilliams@ptotoday.com** to learn more about how PTO Today Live Expos can grow your business.

Expand Your Investment. Be a Local Sponsor!

Individual event local sponsorships are available at all PTO Today Live 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 PTO Today Live Expo webpages

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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.

PTOTODAY Helping Parent Leaders Make Schools Great

Follow Us

Fundraising Idea

Earn a 50% profit this spring!

Dear ,

Looking for a fundraiser that both kids and parents will really enjoy? Flower Power offers a fun and unique program with their popular flower bulbs. Run an easy door-to-door or online fundraiser, and help your group earn a 50% profit this spring.

Check Them Out

All orders are shipped directly to your supporters!

Exclusively for Parent Groups: The first 100 people to request a FREE information kit will be entered to win a $200 voucher towards a Flower Power fundraising program.

- Your friends at PTO Today

Activate tens of thousands of influencers for your school-based program.

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PTO TODAY Custom Solutions

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.

PTO TODAY

ptotoday.com/advertise
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 six 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
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