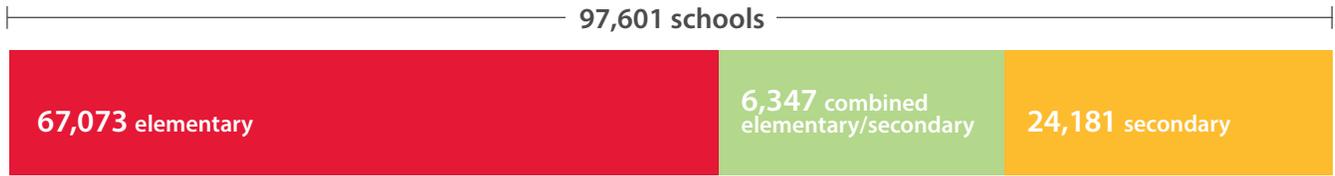


2018-2019 Audience & Market Data

Number of U.S. public elementary and secondary schools (2014-15)*

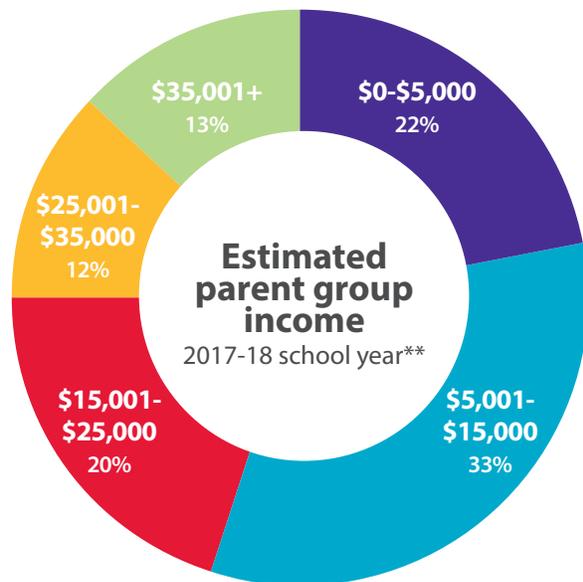


Total U.S. enrollment in grades K-8 (2015-16)*



91%

percentage of students in grades K-8 whose parents reported attending a general school or PTO or PTA meeting*



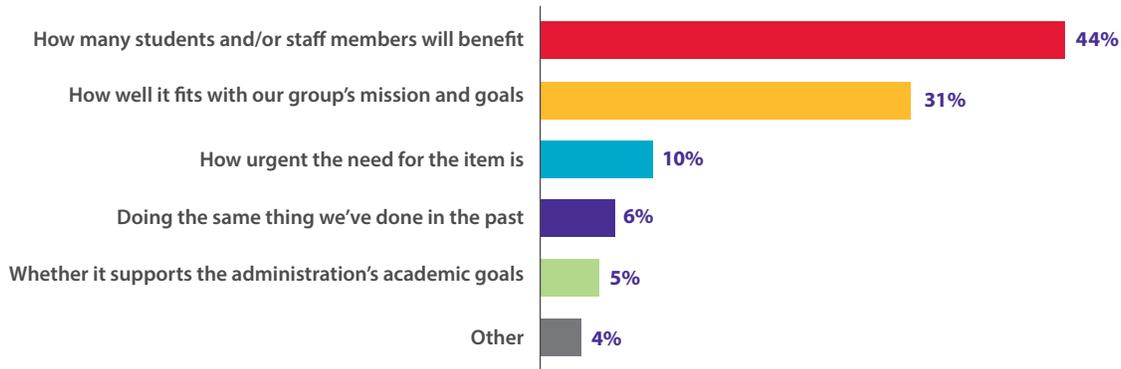
PTO TODAY®

PTOtoday.com/advertise
800-644-3561 x201

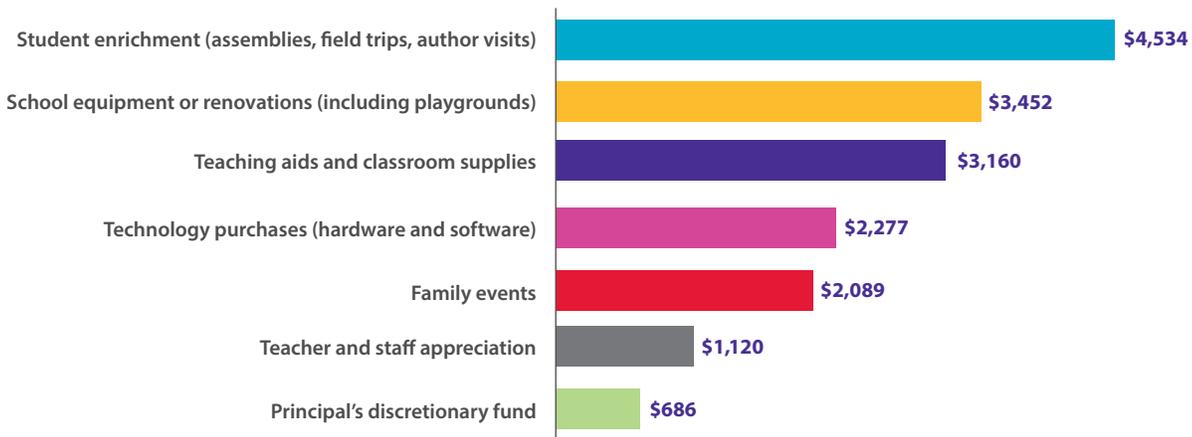
* Source: National Center for Education Statistics
**Source: PTO Today Spending Survey, Fall 2017

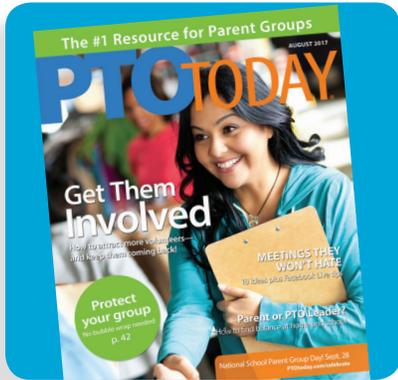
(over)

Single most important factor when evaluating spending requests**



Average estimated spending per category, 2017-18 school year**





"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 jogathon 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.

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

2018-2019 Calendar & Rate Card

Connect your product or service with engaged local PTO and PTA leaders during the critical back-to-school and spring semesters 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-plus K-8 schools (public, private, parochial) across the country.

Coming up in 2018-2020	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
August 2018	6/13/18	6/20/18	8/9/18
September 2018	7/18/18	7/25/18	9/13/18
October/November 2018	8/22/18	8/29/18	10/18/18
January 2019	11/7/18	11/14/18	1/9/19
March/April 2019	1/23/19	1/30/19	3/28/19
Back to School 2019	6/12/19	6/19/19	8/8/19
Fall 2019	7/31/19	8/7/19	9/26/19
Winter 2020	11/6/19	11/13/19	1/9/20
Spring 2020	1/23/20	1/30/20	3/26/20

General Advertising Rates

Rate Card effective May 1, 2018. All rates are net of agency discount and include 4-color printing. Publisher reserves the right to decline materials that are considered advertorial.

	1X	2X	4X	5X
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

General Advertising Sizes

All rates include 4-color printing. 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 Vert.
4.283 x 9.625

1/3 Vert.
2.306 x 9.625

1/2 Page
7.25 x 4.75

1/3 Horiz.
4.283 x 4.75

1/2-Page Spread
bleed: 16.25 x 5.375
trim: 16 x 5.25
live area: 15.5 x 5, gutter allowance: 0.5

Double Block
3.5 x 4.125

Single Block
3.5 x 2

Marketplace Advertising Rates and Sizes

	1X	2X	4X	5X
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 5.5 x 5.5 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, ext. 201.



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

2018-2019 Rate Card

For years, businesses have trusted the cost-effective, proven results of the PTO Today Idea Pack. A large size, four-color front and back, and quality glossy stock give your ad more impact. Connect your business to key parent group decisionmakers 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
August 2018	6/22/18	7/17/18	8/9/18
January 2019	11/12/18	12/5/18	1/3/19

All Idea Pack ads are one size, a jumbo 7.75 x 5 inches. Both sides are 4-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 eight regions to best suit your needs.

Rates

National	1X	2X
All 8 Regions (87,000 circulation)	\$4,880*	\$4,695*
Cover Sponsor	\$4,000	\$3,950
<i>* Add 5% for premium position</i>		

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 prorated on subsequent scheduled insertions provided all insertions run within a scheduled year.

Rate Card effective May 1, 2018. All rates are net.

For additional regional pricing, contact John Williams at 800-644-3561, ext. 201.

Virtual Field Trips
Explore the world without leaving the classroom

VFT Virtual Field Trips provides K-12 children with high quality educational videos to support their social studies, geography, and life science curriculums.

SIGN UP your school today!
Only \$225 for the whole school for a full year

Growing Green FUNDRAISING

Fall Fundraiser July - October Sell Tulips, Daffodils, Hyacinths, Alliums and other fall planted flower bulbs.	Spring Fundraiser January - April Sell Lilies, Daisies, Pansies, Petunias and other spring planted flower bulbs.	Holiday Fundraiser September - November Sell beautiful, easy to grow Amaryllis, Freesia, Baby and Paperwhite Knives.
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THE WIZARDS WILL WOW YOUR SCHOOL & COMMUNITY!

CALL: 201.271.3600 VISIT: HARLEMWIZARDS.COM

\$3.75 FIELD DAY PROMOTION

INCLUDES

- Long color t-shirt
- 2-color front design
- All free

Add a custom water bottle for **\$1.75**

That's MY Pan!
MADE IN CANTON, MASS. U.S.A.

What are you waiting for?
Start Raising Money for your Organization Selling Personalized Gifts!

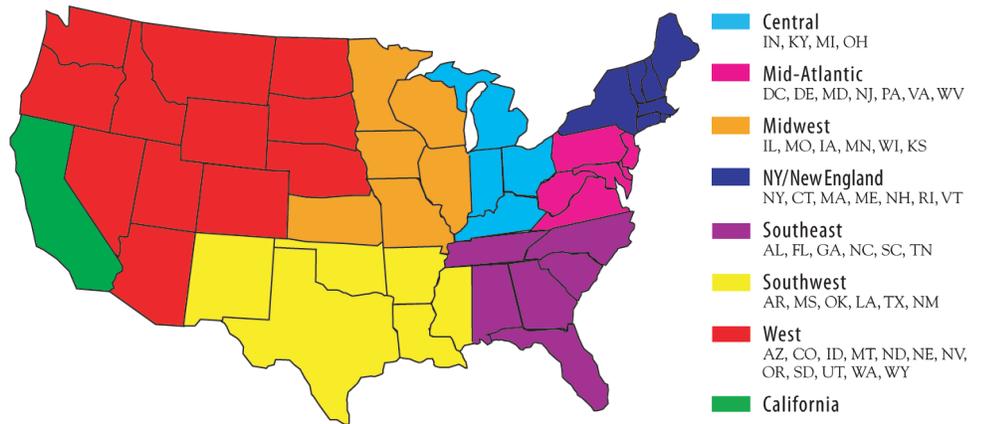
FREE BAMBOO CUTTING BOARD WITH PERSONALIZATION

SEE BACK FOR DETAILS
800-332-2707
WWW.THATSMYPAN.COM/PTO

*Our school of approximately 160 students sold over \$20K worth of product! -NH.

Distribution

National distribution to all 83,000-plus 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, with prices starting at \$150. Call for details.

Premium Opportunities

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



"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

2018-2019 Rate Card

PTOtoday.com is the largest and most highly trafficked online destination for involved parent-teacher group decisionmakers looking for expert ideas, information, and interaction with other parent groups across the country. Whether your business is big or small, PTOtoday.com has opportunities for you to connect with this motivated and growing audience of school parent group leaders.

Banner Advertising

Key decisionmakers 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 webpages keeps your business visible, top of mind, and instantly accessible to more than 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



300 x 250 banner

Located on all article pages



320 x 50 banner

Optimized for mobile

PRICING

Base rate:
\$20/thousand impressions

PTOtoday.com averages more than 180,000 unique users each month.

Enjoy a substantial savings with custom digital packages!

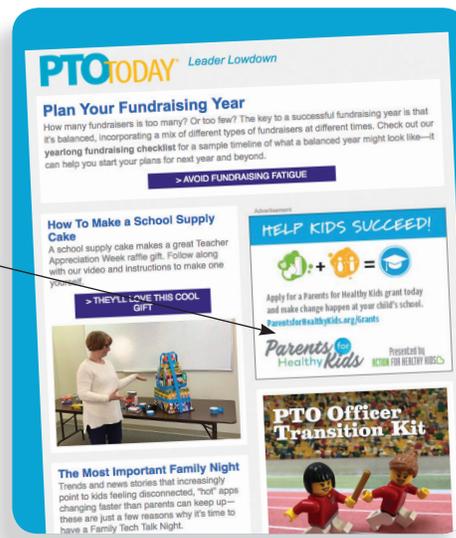
Let us design a custom package for you based on your individual business goals, budget, and volume needs.

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-plus 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.

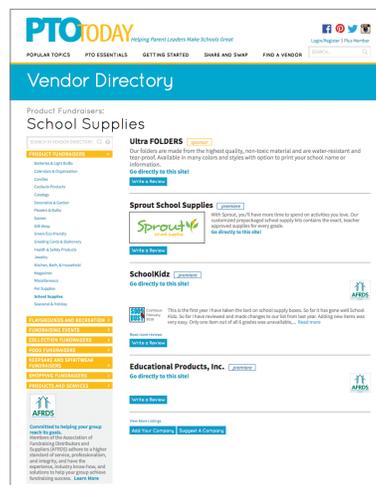
* Add 5% for banners run in August-October

Vendor Directory

The new PTO Today Vendor Directory 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.

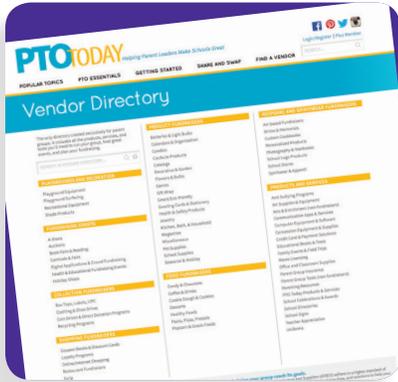
Listing Options

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. For pricing details, visit PTOtoday.com/advertise/online/resourceguide.



PTOtoday.com/advertise
800-644-3561 x201

PTO TODAY Vendor Directory



Register today!

"The Vendor Directory 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.



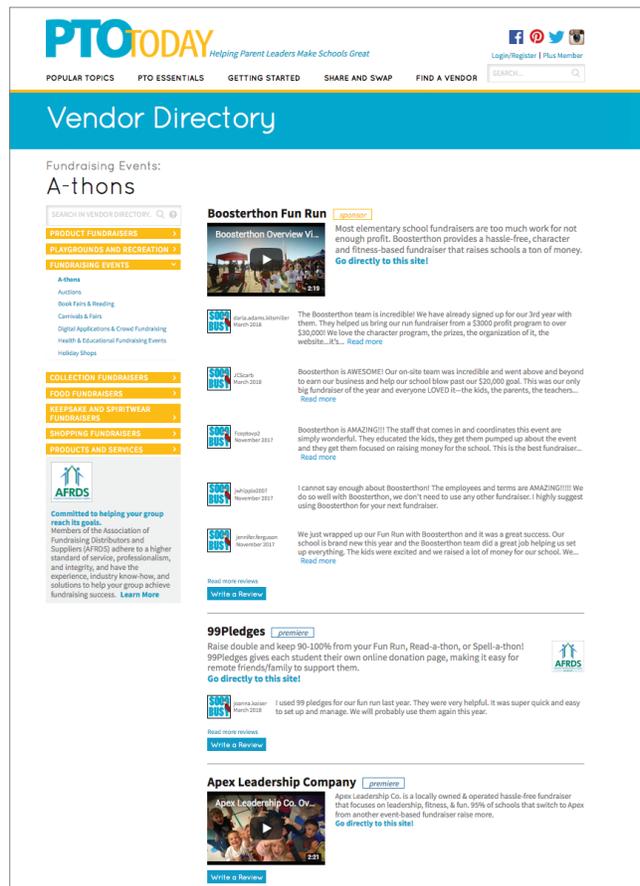
PTOtoday.com/advertise
800-644-3561 x201

Connect Your Company With the Entire K-8 Parent Group Market!

The PTO Today Vendor Directory 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 Vendor Directory—Flexibility for Your Business

The Vendor Directory has more than 60 categories in which to place your business, including fundraising, products, services, enrichment programs, playgrounds, and recreational equipment. And with three listing options, there's a spot for every business and every budget.



Apex Leadership Company premium
Apex Leadership Co. Ov...
Apex Leadership Co. is a locally owned & operated hassle-free fundraiser that focuses on leadership, fitness, & fun. 99% of schools that switch to Apex from another event based fundraiser raise more.
[Go directly to this site!](#)

PTO TODAY Vendor Directory

Accessed by more than
50,000
USERS ANNUALLY!

PTO and PTA leaders are using the Vendor Directory

"The Boosterthon team is incredible! We have already signed up for our 3rd year with them. They helped us bring our run fundraiser from a \$3,000 profit program to over \$30,000! We love the character program, the prizes, the organization of it, the website...it's all been carefully thought-out and planned!"

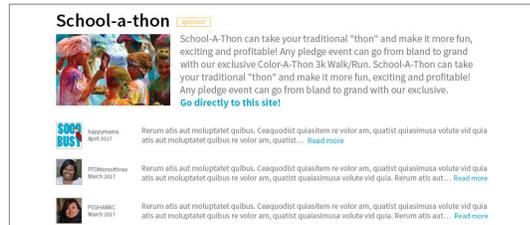
—Darla Adams Kitsmiller

"We purchased SandCrafters Sand Art for our most recent fall festival. The product was a hit! Students loved it! Plus the shipping was perfect and we had no issues. We will definitely add this to our list of successful items!"

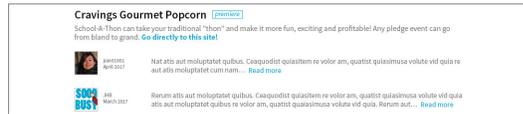
—Loni Carter

Listing Options

Sponsor Category—Sponsor listings have a “sponsor” icon to draw attention and always appear at the top of the category. This listing includes contact information, description of your product or service, and your logo or other image you select. A dedicated listing page includes company information, a section for special offers, and up to three images/videos. Only one sponsor per category; contact John Williams for availability.



Premier Listing—These are larger, more prominent listings that appear above all basic listings, with a “premier” icon to draw attention. A dedicated listing page includes company information, a section for special offers, and up to three images/videos. 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.



PRICING for 12-month listing

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 <i>*identical listing to appear in all categories</i>
Sponsor Category Listing	\$650

Listings should be submitted at PTOtoday.com/advertise/online/resourceguide. Listings will appear online at PTOtoday.com/resourceguide within one week of submission and will remain for one year.

PTOTODAY®

PTOtoday.com/advertise
800-644-3561 x201



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're the only company that offers you this one-of-a-kind opportunity for single-day, face-to-face sales with your ideal customers.

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

Ryan Thompson,
Mobile Ed Productions

DATE	LOCATION
Sept. 25, 2018	Indianapolis, IN
Oct. 2, 2018	Atlanta (Duluth), GA
Oct. 11, 2018	Baltimore (Timonium), MD
Oct. 16, 2018	Hartford, CT

Why PTO Today Live expo?

Exhibitors 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.



2018 Fall PTO TODAY Live Expos



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.

Exhibitor Rates

A&E and nonprofit tabletop spots begin at \$295 and standard booths begin at \$995.

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
- Opt-in attendee list from sponsored show (terms and conditions apply)
- Logo presence across sponsored show programs/signage
- Logo presence and links on PTOtoday.com Live expos webpages



PTO TODAY®

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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-plus K-8 schools across the country creates unique opportunities to reach your exact demographic for a product launch, sampling program, contest, or promotion or simply to extend your distribution reach.

We offer four great opportunities for your business:

Outreach

PTO Today is your best partner to reach PTO and PTA leaders with your company's promotions, contests, or any other program where you need to connect with school groups and leaders. Personalized digital outreach gets delivered right to the inboxes 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.

The screenshot shows an email from PTO Today with the subject 'Fundraising Idea'. The header includes the PTO Today logo and social media icons. The main content is titled 'Earn a 50% profit this spring!' and includes a 'Dear,' salutation. The text describes a 'Flower Power' fundraiser where parents and kids plant flower bulbs. A 'Check Them Out' button is visible. To the right is a photo of two children planting bulbs. Below the photo is the text 'All orders are shipped directly to your supporters!'. At the bottom, there is an 'Exclusively for Parent Groups' note and a signature '- Your friends at PTO Today'.

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



PTOToday.com/advertise
800-644-3561 x201



Lead Generation

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 each partner's 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 to reach leaders or parents of school-age kids.

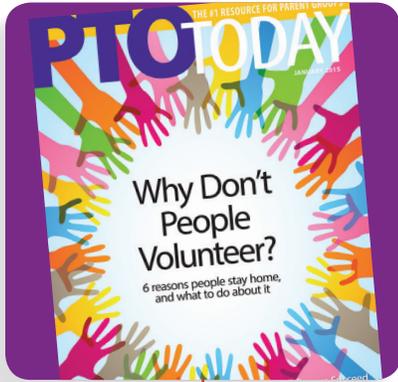
Market Research

Tap into our proprietary database of hundreds of thousands of parent group leaders from schools across the country to get feedback and opinions on a new product, school-based promotion, or marketing program. Our geotargeting 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's individual needs. Contact John Williams at jwilliams@ptotoday.com or 800-644-3561, ext. 201 to discuss our capabilities and learn how we can help you reach your exact audience.

PTOTODAY®

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 Live expos, and earn credits toward magazine advertising. Choose any of our popular issues to reach 83,000-plus schools with your brand.

"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
International Falls, MN

Non-magazine Advertising	Credit Toward <i>PTO Today</i> 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:

- 86% use *PTO Today* magazine to get information about companies that provide products or services to PTO and PTA parent groups.*
- 94% are very familiar or somewhat familiar with *PTO Today* magazine.*



PTOtoday.com/advertise
800-644-3561 x201

**Source: PTO Today Leader Survey, March 2017*