



## 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*