Connect your product or service with engaged local PTO and PTA leaders 7 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.

2015-2016 Editorial Calendar & Rate Card

Coming up in 2015-2016

<table>
<thead>
<tr>
<th>Issue Description</th>
<th>Space Reservation Deadline</th>
<th>Ad Materials Deadline</th>
<th>Issue in Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2015 Back to School 2015</td>
<td>6/18/15</td>
<td>6/26/15</td>
<td>8/13/15</td>
</tr>
<tr>
<td>September 2015 Parent Group of the Year</td>
<td>7/17/15</td>
<td>7/24/15</td>
<td>9/10/15</td>
</tr>
<tr>
<td>October 2015 Playground Issue</td>
<td>8/13/15</td>
<td>8/21/15</td>
<td>10/08/15</td>
</tr>
<tr>
<td>January 2016 Parent Involvement</td>
<td>11/10/15</td>
<td>11/18/15</td>
<td>1/07/16</td>
</tr>
<tr>
<td>February 2016 Event Ideas</td>
<td>12/10/15</td>
<td>12/18/15</td>
<td>2/04/16</td>
</tr>
<tr>
<td>March 2016 Fundraising Issue</td>
<td>1/08/16</td>
<td>1/18/16</td>
<td>3/03/16</td>
</tr>
<tr>
<td>April 2016 Resource Guide</td>
<td>2/10/16</td>
<td>2/18/16</td>
<td>4/05/16</td>
</tr>
</tbody>
</table>

General Advertising

Rate Card – Effective April 1, 2015. 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>Format</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>$5,169</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$5,450</td>
<td>$5,123</td>
<td>$4,790</td>
<td>$4,231</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$13,647</td>
<td>$12,482</td>
<td>$11,317</td>
<td>$9,946</td>
</tr>
<tr>
<td>Inside Front/Cover II</td>
<td>$13,084</td>
<td>$11,950</td>
<td>$10,816</td>
<td>$9,366</td>
</tr>
<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>
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 card 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 cards for you, while you focus on the day-to-day essentials of running your business.

Schedule

<table>
<thead>
<tr>
<th>Space Close</th>
<th>Ad Materials Deadline</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/29/15</td>
<td>7/17/15</td>
<td>8/12/15</td>
</tr>
<tr>
<td>11/13/15</td>
<td>12/09/15</td>
<td>1/06/16</td>
</tr>
<tr>
<td>6/24/16</td>
<td>7/19/16</td>
<td>8/11/16</td>
</tr>
</tbody>
</table>

All Idea Pack cards are now one size, a jumbo 7.75”x5”. Both sides are four-color, with bleeds allowed. Coated, glossy stock to make 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 May 1, 2015. 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 postcard. Call for details and pricing.

Premium Opportunities
Premium positions are available on a limited basis. Call for details.
One listing connects you with the entire K-8 Parent Group Market, all year long!

The PTO Today Resource Guide is a one-of-a-kind printed vendor directory that parent groups across the country rely on to find school-related products, programs and services like yours. The Resource Guide is published in April to better support planning for the upcoming school year. We remain the most-used, most-comprehensive year-round directory resource for local PTOs and PTAs, featuring easy-to-navigate listings for both regional and national businesses across all school-related categories, including:

- Fundraising
- Playgrounds & Recreation
- Products & Services (concession equipment, family events, school signs, teacher appreciation, etc.)

Every business gets a FREE listing to start — place yours today.

Don’t wait until it’s too late! The Resource Guide is the one-stop product and service directory PTOs and PTAs refer to all year.

Go to www.ptotoday.com/advertise/print/resource-guide to get started with your FREE standard listing. Learn how upgrading to a Premier listing for as little as $350 or placing a display ad can ensure school parent group leaders see your business first.

For more information, contact us at 800-644-3561 x207 or advertise@ptotoday.com.

Deadline for FREE listing: January 6, 2016

9 out of 10 Parent Group Leaders say...

- They’ll refer to the Resource Guide for new ideas in fundraising, events and other school projects
- They consider the Resource Guide a valuable resource they’ll use throughout the year

"I like that the vendors are listed in one easy to reference place. Also, it is easy to carry to meetings in case it is needed to reference."

Stephanie Hawley
PTO Vice President
Robertsville Elementary
Marlboro, NJ
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, front of mind and instantly accessible to over 110,000 unique visitors per month (150,000 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 fifty states or choose only those specific states, regions or markets that best meet the needs of your unique business.

Sizes

728 x 90 banner
Located on every 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

160 x 600 banner
Located on all our top-level category pages and article pages

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.
“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

<table>
<thead>
<tr>
<th>Pricing (approx. 52 issues per year)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Newsletter Run</td>
<td>$800</td>
</tr>
<tr>
<td>2 Newsletter Runs</td>
<td>$1,400 ($700 ea.)</td>
</tr>
<tr>
<td>12 Newsletter Runs, 1 per month</td>
<td>$6,000 ($500 ea.)</td>
</tr>
</tbody>
</table>

Integrated digital packages are also available. Call for details.

Yellow Pages

Our online Yellow Pages are the one-stop shop for parent group leaders looking to instantly learn more about and connect with vendors like you.

Listing Options

Get started by listing your company name, phone number and direct link to your website for only $100. Year-round visibility for pennies per day. Increase your presence with a Premier or Sponsor listing. Visit ptotoday.com/yellowpages for complete pricing details.

Additional Listings:

1. J & J Fundraising
   - 800-332-2043
   - http://www.jnjfundraising.com
2. Fundraiser Now
   - 972-944-9449
   - http://www.fundraisernow.com
3. Pacific Northwest Fundraising
   - 888-713-4477
   - http://www.snow.com
4. Sierra Fundraising
   - 800-339-7028
   - http://www.sierrafundraising.com
5. David's Cookies
   - 800-217-2938
   - http://www.davidscookies.com
New! Preferred Customer Program for PTO Today Advertisers

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 program, 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.

PTO Today Magazine

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

For more information about this opportunity, contact:

John Williams
National Sales Director
100 Stonewall Boulevard, Suite 3
Wrentham, MA 02093
jwilliams@ptotoday.com