



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

2019-2020 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 2019	6/21/19	7/17/19	8/9/19
January 2020	11/20/19	12/18/19	1/10/20

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)	\$5,124*	\$4,930*
Cover Sponsor	\$4,000	\$3,950
<i>* Add 5% for premium position</i>		

Regional	1X	2X
1 Region (10,500 average circulation)	\$1,239	\$1,155
Any 2 regions	\$1,764	\$1,659
Any 3 regions	\$2,237	\$2,090

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

Rate Card effective May 1, 2019. 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

<p>Fall Fundraiser July - October</p> <p>Sell Tulips, Daffodils, Hyacinths, Alliums and other fall-planted flower bulbs.</p>	<p>Spring Fundraiser January - April</p> <p>Sell Lilies, Duhlias, Peonies, Poinsettias and other spring-planted flower bulbs.</p>	<p>Holiday Fundraiser September - November</p> <p>Sell beautiful, easy-to-grow Amaryllis, Dwarves, Mini and Experimental Kins.</p>
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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!

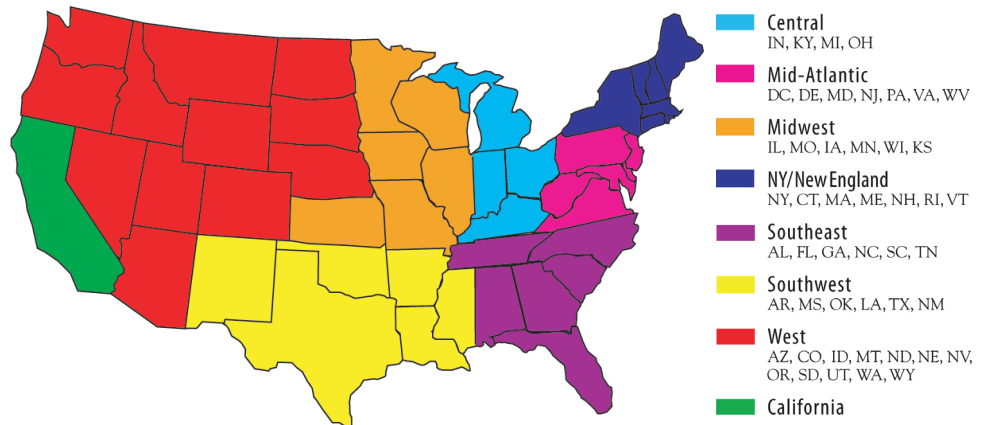
FREE BAMBOO CUTTING BOARD WITH PERSONALIZATION

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.