

# PTO Today Digital Advertising

## 2020-2021 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**

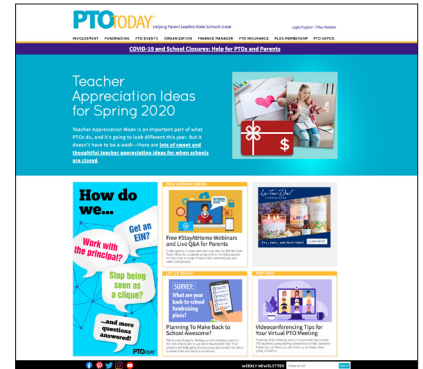
Located on all article pages



**320 x 50 banner**

Optimized for mobile

# PTOTODAY®



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

*In a survey of school parent group leaders:*

**95%** are  
**VERY FAMILIAR** or  
**SOMEWHAT FAMILIAR** with PTOtoday.com

## Pricing

Base rate:  
\$10/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 100,000 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.)

### Preferred Customer Program!

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



# PTO Today Digital Advertising

## 2020-2021 Rate Card

### “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

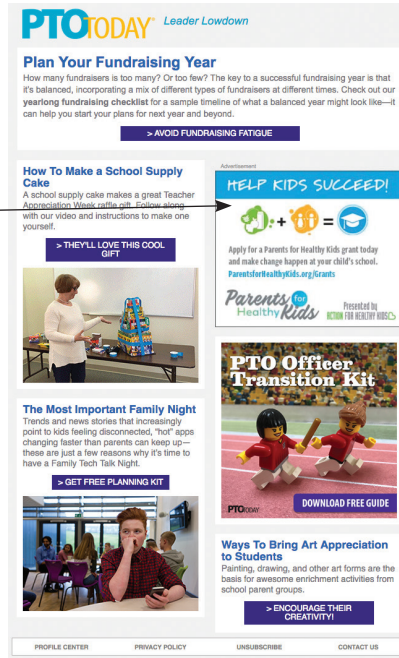


#### PRICING (weekly issues)

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](https://PTOtoday.com/advertise/online/resourceguide).

