

PTO Today Idea Pack

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.

- 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

Earned frequency discounts will be prorated on subsequent scheduled insertions provided all insertions run within a scheduled year. Rate Card effective May 1, 2020. All rates are net. For additional regional pricing, contact John Williams at 800-644-3561, ext. 201.

National	1X	2X
All 8 Regions (87,000 circulation)	\$5,124*	\$4,930*
Cover Sponsor	\$4,000	\$3,950

*Add 5% for premium position

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

For 4 or more regions, contact John Williams at 800-644-3561, ext. 201.

PTO TODAY[®]



Features

- High quality, glossy stock
- 4-color, front and back
- Large size insert
- Full bleeds

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

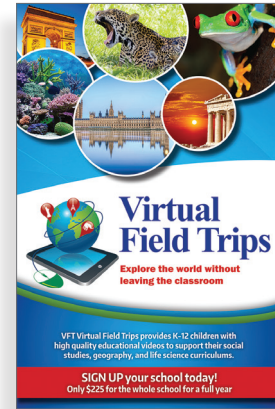
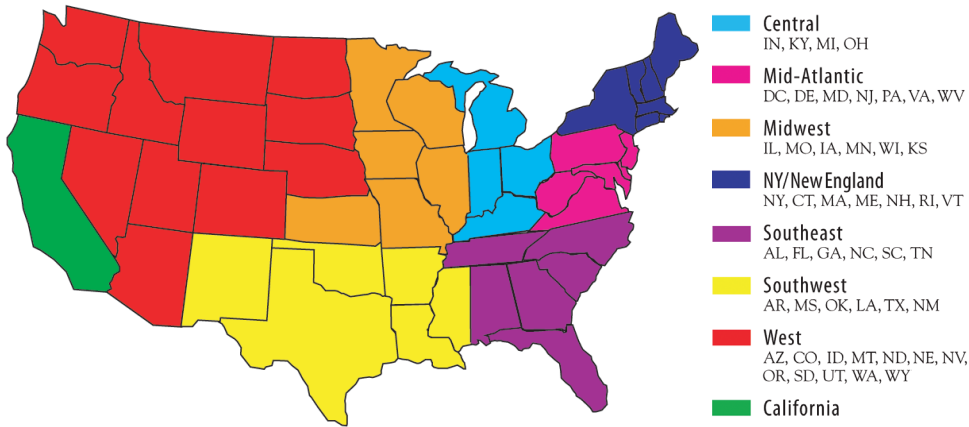


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Distribution

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.

Let's Connect!
SchoolFamilyMedia.com
800-644-3561 x201

