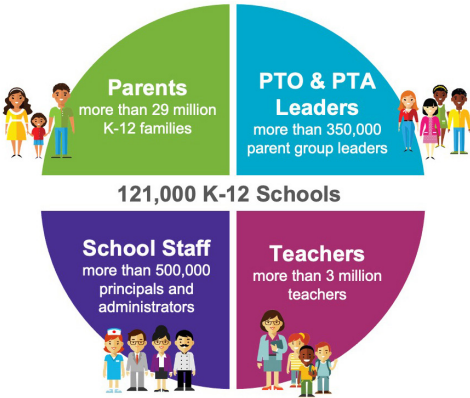




School Family Media®

We reach and engage the whole school community.

School Family Media helps brands connect with parents, teachers, and PTO and PTA leaders throughout the school year through our digital platforms, on-site product sampling, sponsored content, lead generation, high-touch experiential events, and more.



Our expertise lies in our unmatched connection to schools.

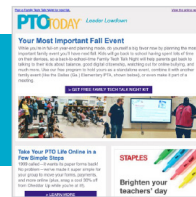
We understand how schools, PTO and PTA leaders, volunteers, teachers, and parents interact and work together. Our knowledge, trusted voice, and rock-solid connections give your brand the visibility and engagement you're looking for. Getting started is as easy as telling us your goals, budget, and time frame, then letting us create the perfect program that reaches and activates your desired audience.

Connecting to Key School Audiences

1999

PTOTODAY

The One Stop Resource for K-12 Parent Leaders



2008

SchoolFamily Sampling

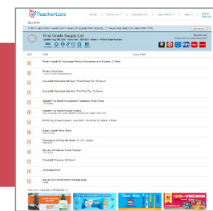
Hand-to-Hand Distribution via Community Influencers



2013

TeacherLists

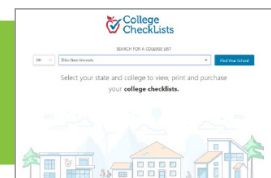
The Leading Back To School School Supply Shopping Solution for Teachers and Parents



2020

College CheckLists

The Off-To-College Planning and Prep Solution for Students



PTO Today Magazine

2021-2022 Calendar & Rate Card

Connect your product or service with engaged local PTO and PTA leaders during the critical back-to-school and spring semesters 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-plus K-8 schools (public, private, parochial) across the country.

Calendar

	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
Back to School 2021	6/22/21	7/7/21	8/15/21 – 8/19/21
Fall 2021	7/27/21	8/10/21	9/19/21 – 9/23/21
Winter 2022	11/2/21	11/17/21	1/2/22 – 1/6/22
Spring 2022	1/25/22	2/8/22	3/20/22 -3/24/22

General Advertising Rates

Rate Card effective May 1, 2021. All rates are net of agency discount and include 4-color printing. Publisher reserves the right to decline materials that are considered advertorial.

	1X	2X	4X
2-Page Spread*	\$16,800	\$16,511	\$13,850
½-Page Spread*	\$11,246	\$10,364	\$8,453
Full-Page*	\$10,710	\$9,870	\$8,050
1/2 Page	\$7,403	\$6,983	\$5,300
Single Block	\$1,365	\$1,260	\$1,000
Double Block	\$2,625	\$2,415	\$1,960
Back Cover	\$14,621	\$13,388	\$10,150
Inside Front/Cover II	\$14,018	\$12,810	\$9,575
Inside Back/Cover III	\$13,361	\$12,259	\$9,200

* Add 10% for premium position

PTO TODAY[®]



"I took over as president this year and your magazine has helped me so much. Our last president always did the same old thing. Your magazine helped us change our yearly jogathon and we raised more money...assemblies, too... thank you."

In a survey of school parent group leaders:

80%

HAVE USED or PLAN TO USE

PTO Today magazine to get information about companies, products, and services

Preferred Customer Program!

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



PTO Today Magazine

2021-2022 Calendar & Rate Card

General Advertising Sizes

All rates include 4-color printing. No competitive separation offered. All rates are net of agency discount.

<p>2-Page Spread <i>bleed:</i> 16.25 x 10.75 <i>trim:</i> 16 x 10.5 <i>live area:</i> 15.5 x 10</p>	<p>Full Page <i>bleed:</i> 8.25 x 10.75 <i>trim:</i> 8 x 10.5 <i>live area:</i> 7.5 x 10</p>	<p>1/2 Page 7.25 x 4.75</p>
<p>1/2-Page Spread <i>bleed:</i> 16.25 x 5.375 <i>trim:</i> 16 x 5.25 <i>live area:</i> 15.5 x 5, gutter allowance: 0.5</p> <p><i>live area:</i> 7.5 x 5 <i>live area:</i> 7.5 x 5</p>	<p>Double Block 3.5 x 4.125</p> <p>Single Block 3.5 x 2</p>	

Blow-in Card Rates

Size: up to 5.5 x 5.5 inches

Cost: \$5,500 / \$4,000 with companion ad (1/2 page or larger)

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, ext. 201.



PTO Today Digital Advertising

2020-2021 Rate Card

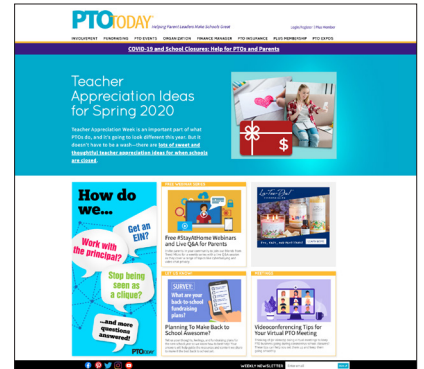


PTOtoday.com is the largest and most highly trafficked online destination for involved parent-teacher group decisionmakers looking for expert ideas, information, and interaction with other parent groups across the country. Whether your business is big or small, PTOtoday.com has opportunities for you 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)!



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

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

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.

Preferred Customer Program!

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

(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.)

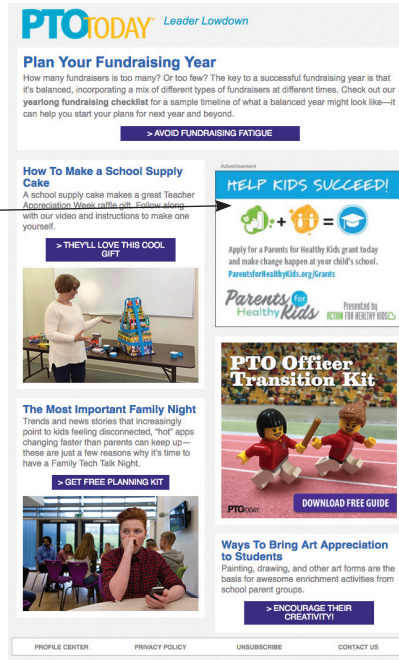
PTO Today Digital Advertising

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

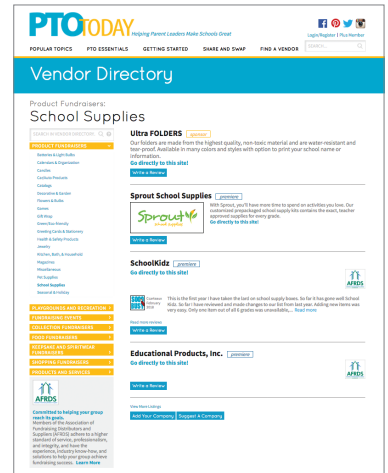
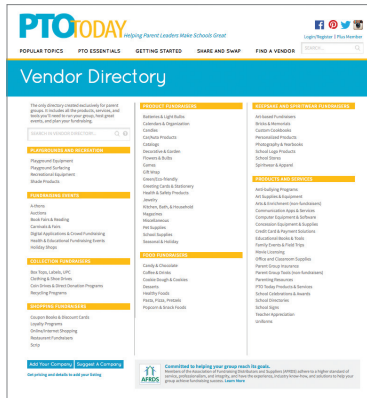


PRICING (weekly issues)	
1 Newsletter Run*	\$840
2 Newsletter Runs*	\$1,500
12 Newsletter Runs, 1 per month	\$6,240
<i>Integrated digital packages are also available. Call for details.</i>	

*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.



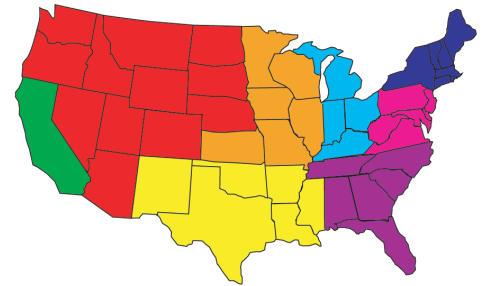
Listing Options

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.

Jump-start Your Spring and Connect With PTO and PTA Decisionmakers Across the Country

It's likely the school environment will continue to look very different this spring, making it an ideal time for your company to **interact virtually in real time with school parent group decisionmakers**. PTO and PTA leaders and booster clubs throughout the country are actively looking for businesses like yours to help them with fundraisers, spiritwear, holiday shops, enrichment programs, events, and more.



- California
- Midwest
IL, MO, IA, MN, WI, KS
- Southeast
AL, FL, GA, NC, SC, TN
- Central
IN, KY, MI, OH
- Mid-Atlantic
DC, DE, MD, NJ, PA, VA, WV
- Northeast
NY, CT, MA, ME, NH, RI, VT
- Southwest
AR, MS, OK, LA, TX, NM
- West
AZ, CO, ID, MT, ND, NE, NV, OR, SD, UT, WA, WY

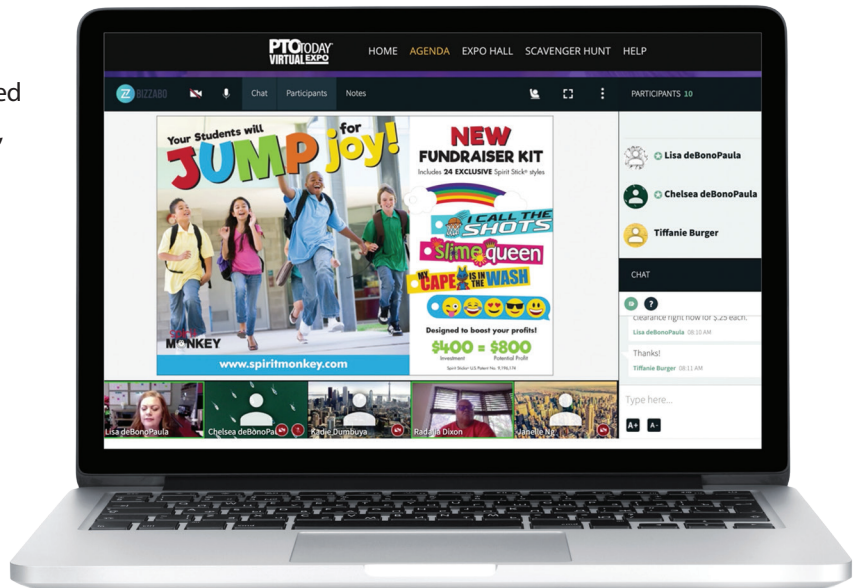
Region	Event Details	Registration Close Date
California	2/10/21 3 - 7 pm PT	2/3/2021
Midwest	2/17/21 3 - 7 pm CT	2/10/2021
Southeast	3/3/21 3 - 7 pm ET	2/19/2021
Central	3/10/21 3 - 7 pm ET	2/26/2021
Mid-Atlantic	3/17/21 3 - 7 pm ET	3/5/2021
Northeast	3/24/21 3 - 7 pm ET	3/12/2021
Southwest	4/13/21 3 - 7 pm CT	4/1/2021
West	4/21/21 3 - 7 pm MT	4/9/2021

Reserve Your Booth Space Now!

At the live virtual event, your company will have a dedicated "virtual booth" page on our platform. In your virtual booth, you can create engaging moments for attendees.

Interactive Features:

- Live chat
- Attendee face-to-face conversations
- Presentations (video, filesharing)
- Breakout rooms
- Screensharing



Visit [SchoolFamilyMedia.com/expo](https://www.SchoolFamilyMedia.com/expo) for more details and to reserve your booth today!

Enhancements for 2021!

- Presentations limited to two to allow for even more exhibitor engagement time
- Upgraded attendee user interface instruction
- Later time to accommodate working and homeschooling parents

Pricing *	1-3 Expos	4-7 Expos	8 Expos
Sponsor (Tiered)	\$3,500	\$3,250	\$2,900
Exhibitor	\$500	\$500	\$500
A&E/Nonprofit	\$325	\$325	\$325

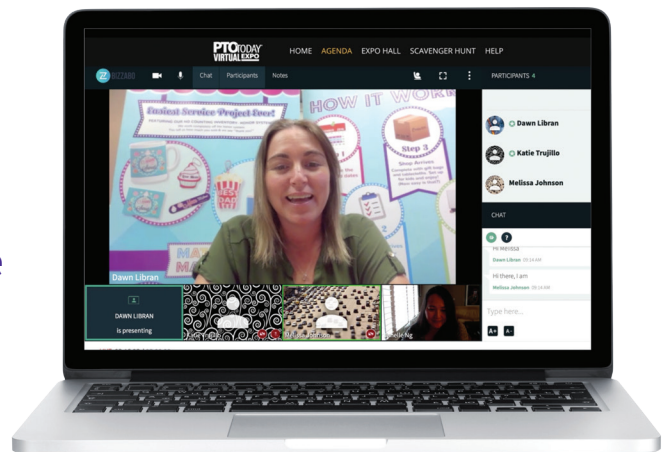
*Pricing is per Expo

Virtual Booth Options	Sponsor	Exhibitor	A&E/Nonprofit
Onboarding/training for virtual platform	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on expo hall page	Top	Second	Third
Interactive virtual booth portal on company page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inclusion of one downloadable attachment/ flyer on company page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Unique login access for up to four speakers in virtual booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post-event list of opt-in visitors to your virtual booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post-event list of all opt-in registrants	<input checked="" type="checkbox"/>	—	—
Logo inclusion on event home page	<input checked="" type="checkbox"/>	—	—
Logo inclusion on reminder emails to registered attendees	<input checked="" type="checkbox"/>	—	—
Inclusion in PTO Today Facebook posts	<input checked="" type="checkbox"/>	—	—
New! Promotion of sponsor giveaways/offers	<input checked="" type="checkbox"/>	—	—
New! Option to provide a prerecorded 3-minute commercial or presentation on session page	<input checked="" type="checkbox"/>	—	—

Questions?

For more information about virtual booth options or other ways to reach parent group leaders, contact John Williams at jwilliams@ptotoday.com or 800-644-3561, ext. 201.

Visit SchoolFamilyMedia.com/expo for more details and to reserve your booth today!



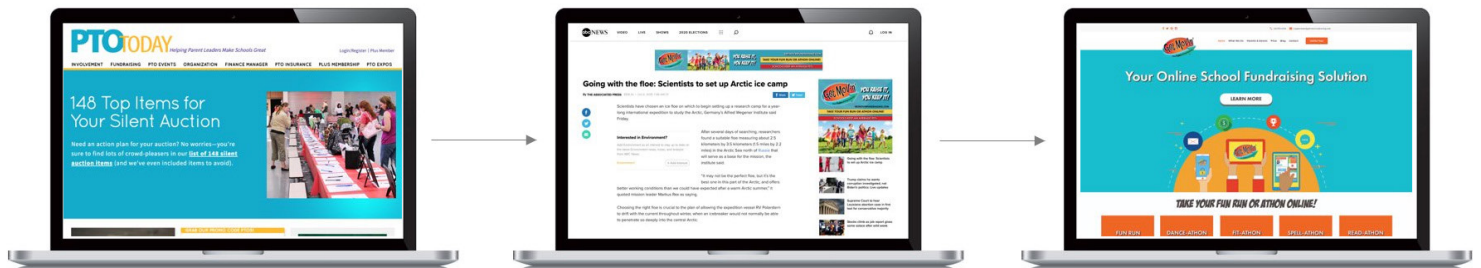


Reaching PTO & PTA leaders across the web

Our audience is created by the people who visit our sites: PTO and PTA leaders. With a retargeting campaign, your ad will be seen by these leaders as they browse the web and visit other sites. Your ads are delivered in a consistent and well-paced fashion so that your product, program, or service stays top of mind with your potential customers.

Influence the exact PTO and PTA leaders you want to reach

- Stay top of mind by keeping your message in front of parent group leaders as they browse online
- Target by location
- Bring visitors to your landing page of choice



Placement

CPM

Google Ad Network

\$16

Facebook

\$18

YouTube (:06, :15, :30)

\$7 - \$16

Ad types

**Responsive ads are recommended;
multiple formats accepted, including video.**

As a default, ads are blocked from being served on sites that are overtly sexual, unduly crass, or sexually inappropriate for a family audience. In addition, sites that denigrate any person or group (e.g., race, religion, gender, gender identity, sexual orientation, special needs) or play on negative stereotypes are also excluded. This is done directly through the Google platform.





School Family Media Custom Programming Planned, Promoted, and Hosted by PTO and PTA Groups

School Family Nights® provide year-round branding, corporate goodwill, and sampling opportunities for brands. Family Science Night™, Family Reading Night™, Family Movie Night®, Family Tech Talk Night™, and more bring together more than 1 million families every year for a night of fun and learning, in-person or online.

Just a few of the brands we've worked with:



Canon
SEE IMPOSSIBLE

**BEST
BUY.**



**TREND
MICRO™**



Tell us your brand's goals, and we'll activate our network of PTO and PTA leaders to create custom experiential events—starring your brand—for families at their school. These grassroots, high-touch sponsorships bring your brand to life within the school community, reaching thousands of active, engaged parents and their kids.

From setting up product demos and displays at highly trafficked school events to a full-on family night, our expertise in developing experiential, turnkey content for schools extends the value of your brand in an authentic way.





Experiential, hand-to-hand distribution by community influencers to parents attending school events

Reach your target audience in uncluttered and contextual environments that spark authentic conversation and brand buzz.

Back2School Co-op

Through our Back2School co-op program, our network of school PTO and PTA leaders enthusiastically opt in to hand parent gift packs filled with product samples and printed pieces directly to moms and dads at back-to-school events.

- Distribution: Mid-August – September
- Deadlines: May for commitment, late June for samples delivery to fulfillment center
- Geography: National, with options to geotarget
- Quantity: 100,000 – 1,000,000
- Category Exclusivity: Yes
- Research Included: Yes, parents who receive gift packs

Teacher Appreciation Co-op

In May, parent leaders seek new ways to celebrate Teacher Appreciation Month. Join the celebration by getting your product sample or literature piece directly into the hands of 100,000 K-8 teachers, mostly women ages 25 to 54.

- Distribution: May
- Deadlines: Late March for commitment, mid-April for samples delivery to fulfillment center
- Geography: National
- Quantity: 100,000
- Category Exclusivity: Yes
- Research Included: Yes, PTO leaders who execute program

Custom Sampling

Work with us to define and design a custom sampling program that delivers on your marketing goals. Your product gains the trusted endorsement of schools and school leaders while encouraging product trial, supporting shopper marketing efforts, and more.

Options to target parents, teachers, and/or PTO leaders for full-size and trial-size samples, product demos, and giveaways.

- Distribution: School Year
- Geography: National, with options to geotarget
- Quantity: You tell us!
- Pricing: Starts at \$25,000*
- Category Exclusivity: Yes
- Research Included: Yes, PTO leaders who execute program

*Pricing based on quantity, segmentation needs, size and weight of sampled product, etc.



Visit the [School Family Media website](#) for more marketing opportunities!





We're revolutionizing how parents shop for back to school

Our [TeacherLists](#) platform has more than 1.6 million school- and grade-specific digital classroom supply lists. With each list shopped by an average of 23 families per season, it's no wonder top brands and retailers partner with us to tap into this \$83 billion dollar industry.

Land your brand on verified supply lists nationwide

With more than 70% of parents buying a specific brand when it's included on their child's required school supply list, key consumer brands like Crayola, Kleenex, and Elmer's look to us to increase their brand presence on those lists. With 29 distinct product categories comprising the top 50 requested items on supply lists, a category sponsorship offers a powerful opportunity for your brand to garner a greater share of the back-to-school spending on supplies.

We are the data driving major retailers' school supply initiatives

While you might not see the TeacherLists name in Target's back-to-school commercial, we're the list data provider behind their school supply list initiative, as well as those of other major retailers like Walmart and Staples—making shopping for the “big day back” a whole lot easier for parents.

TeacherLists by the numbers

63,000 schools
and
11,200 districts

across the United States
have back-to-school
supply lists on
TeacherLists.com



1,645,000
classroom supply lists
can be found on
TeacherLists.com



37,835,000 families
were provided with an easier way
to buy back-to-school supplies



Families can now purchase school supplies from

7 major retailers
on TeacherLists.com



12 trusted
back-to-school brands
are proud TeacherLists sponsors



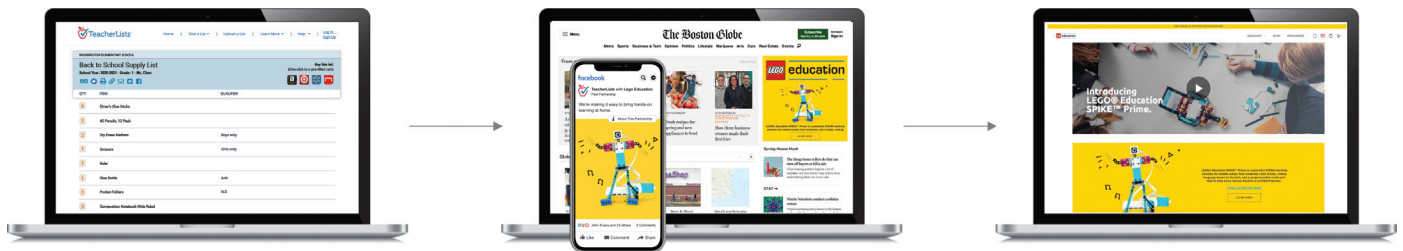
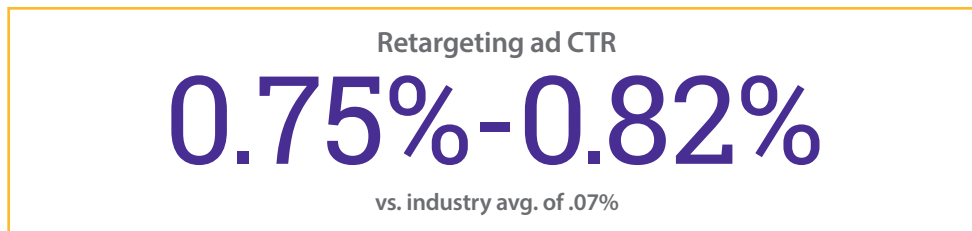


Reach and influence your exact target

Millions of highly engaged parents browse and shop their children's grade-specific school supply lists using our digital platform, TeacherLists.com, which means we're able to deliver retargeting ads that reach your exact audience using data like child's age, grade, and geographic location. While parents visit their other favorite sites online, including Facebook and YouTube, your ads regularly display, keeping you top of mind. TeacherLists and PTO Today platforms also allow us to reach and target teachers and community influencers (PTO and PTA leaders) through audience-specific campaigns.

Recency from back-to-school shopping list views indicate engagement

Reach and influence your target audience with campaigns that drive engagement with your message



Pricing

Contact us for pricing based on audience, segmentation variables, volume and campaign timing.

Ad types

Campaigns deliver both display and responsive formats, including an option to provide video.

As a default, ads are blocked from being served on sites that are overtly sexual, unduly crass, or sexually inappropriate for a family audience. In addition, sites that denigrate any person or group (e.g., race, religion, gender, gender identity, sexual orientation, special needs) or play on negative stereotypes are also excluded. This is done directly through the Google platform.





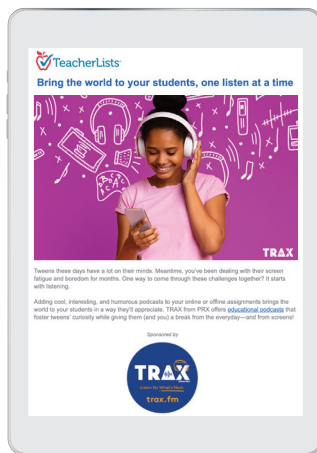
Teachers are a powerful and influential consumer audience

Our TeacherLists platform has more than 1.6 million school- and grade-specific digital classroom supply lists.

Custom targeted emails

Cobranded message that drives engagement

- Reach millions of teachers with your brand and message
- Segment by grade level
- Cost: based on list send size and segmentation



Learning Library

Engaging, teacher-targeted destination

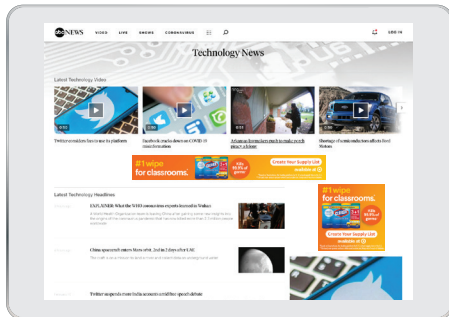
- Includes high-quality classroom lessons and activities
- Feature your own custom-branded activity page
- Cost: \$6000 per lesson



Retargeting campaigns

Reach teachers throughout the year

- While our users browse their other favorite sites online, your message regularly displays, keeping your product top of mind
- Ability to target by location
- Placement via Google Display Network (GDN), Facebook, and YouTube
- CTR benchmark averages 0.78%
- Cost: CPM basis



TeacherTalk Newsletter

Be the "talk" of the school

- Reach 100K of our most engaged teachers with your ad message in our monthly e-newsletter
- Ad size: Custom opportunities available





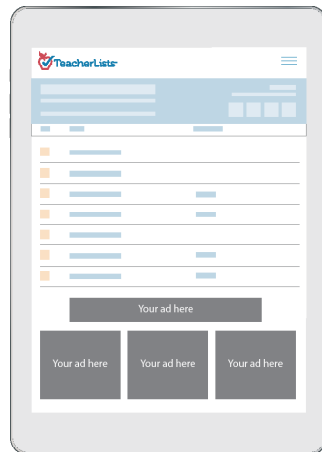
Data-driven digital that gets parents buying

Highly engaged parents access and shop their children's specific school supply lists using our platform, [TeacherLists.com](https://www.teacherlists.com), which means we're able to deliver your brand message to millions of back-to-school shoppers.

"On the list" digital package

Engage families in back-to-school shopping mode

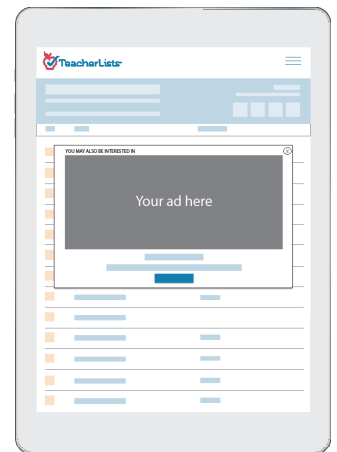
- Ad placement on every school supply list viewed on TeacherLists.com
- Guaranteed impressions linked to your destination of choice
- Runs July 1 - September 30, 2021
- Packages start at 1MM Impressions @ \$25,000



Exclusive brand pop-up

Timely message in front of shopping parents

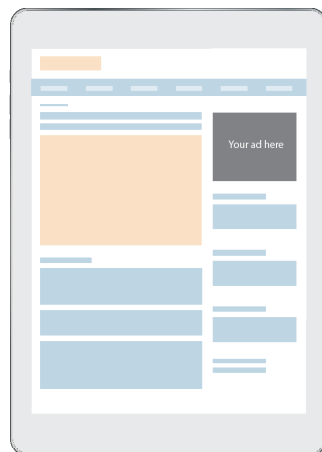
- Modal banner displays 8 seconds after each classroom supply list view
- 4MM guaranteed impressions linked to your destination of choice
- Single sponsor opportunity
- Runs July 1 - September 30, 2021
- Cost: \$100,000



Retargeting campaigns

Reach your exact audience throughout the year

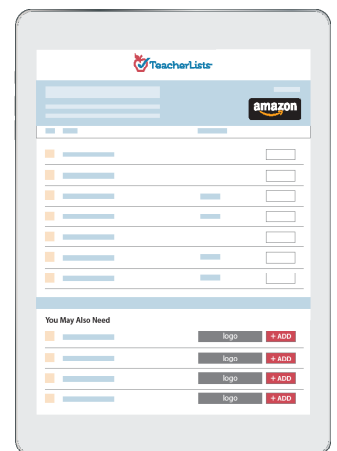
- Your campaign regularly displays while our parents browse their favorite sites online, keeping your brand top of mind
- Ability to tightly target, including location and ages of children in the HH
- Placement on Google Display Network (GDN), Facebook, and YouTube
- CTR benchmark averages 0.78%
- Cost: CPM basis based on final buy tied to impressions level and any segmentation



Amazon "You May Also Need"

Placing your product right into carts

- Remind parents your brand is essential for back to school
- We will add your product to the "You May Also Need" section when parents choose Amazon from TeacherLists.com
- Parents just click add and the item will be placed in their cart
- Runs July 1 - September 30, 2021
- Cost: \$10,000





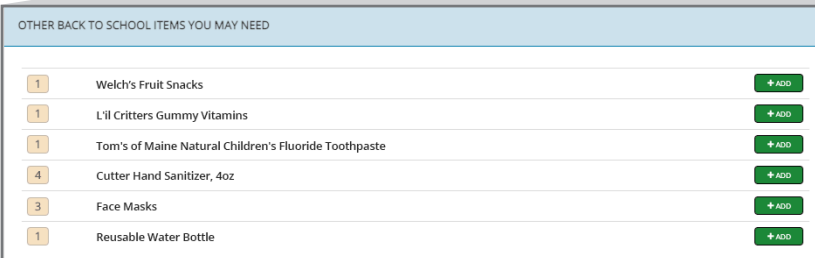
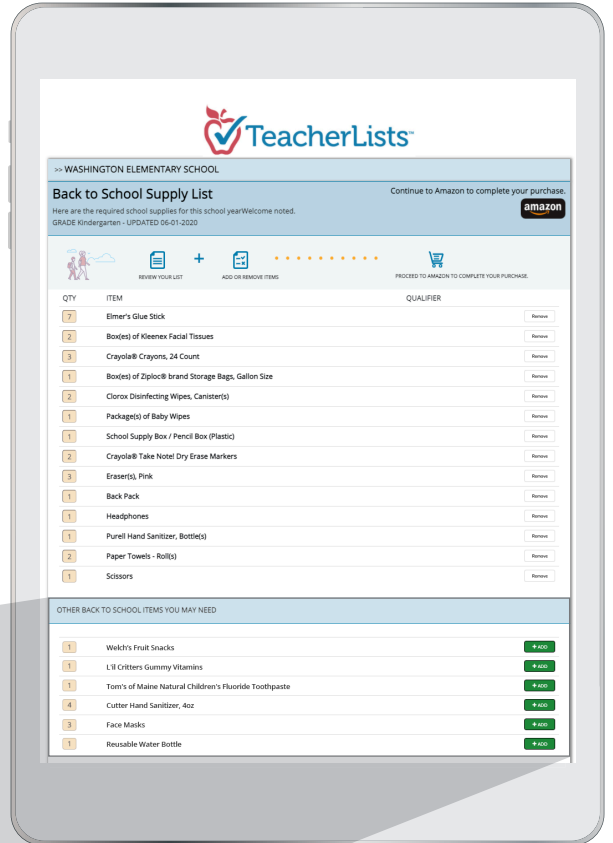
Get your brand immersed in the back-to-school shopping experience with one-click add to cart



Remind parents that your product is an essential back-to-school item with a branded inclusion on our Amazon shopping experience page. When parents choose to shop via Amazon from TeacherLists.com, they'll see your item included as a "You May Also Need" listing. With one click, parents can add your item to their Amazon shopping cart.

Program

- Runs July 1 – Sept. 30, 2021
- Commitment by: June 1, 2021
- Cost: \$10,000



OFF TO COLLEGE

CollegeCheckLists.com

Our goal is simple.

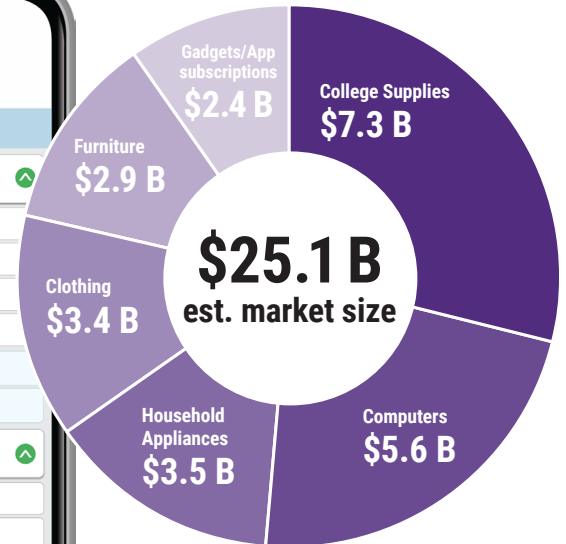
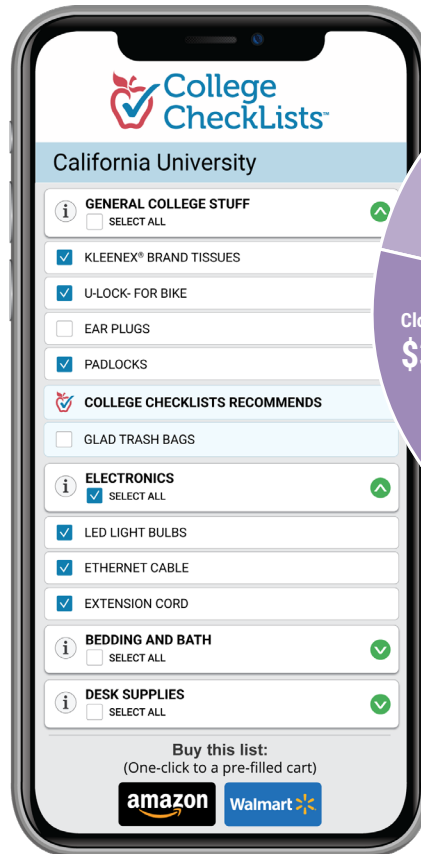
We help college-bound students to find and shop for everything they need for college. From acceptance letter to move-in day, College CheckLists™ is the go-to community students can count on for the countdown to college. We are The Off To College destination helping students arrive prepared at their college destination.



Capture a greater share of the \$25B dollar Off To College spend

The average student spends \$1,400 across many retail categories before they arrive on campus. But, different than our TeacherLists™ K-12 school supply list solution (Back To School), where shopping happens in a tight window, College CheckLists drives Off To College sales over several months.

With our step-by-step process, it's easy to search and select from 2,000+ college or dorm-specific packing lists available on College CheckLists. And, just like TeacherLists, each list shows what to bring (plus what not to bring!) to start the school year. To choose all the items they need, students simply check boxes and then - with just one click - prepopulate the shopping cart for purchase and delivery by a major retailer.



CollegeCheckLists.com

The Off To College solution helping students find and shop for everything they need to be prepared for college

School Family Media®

INQUIRIES:
John Driscoll
President, College CheckLists
jdriscoll@schoolfamilymedia.com
800-556-9216



COLLEGE CHECKLISTS HOMEPAGE

FIND YOUR SCHOOL

COLLEGE CHECKLISTS WHY + HOW VIDEO

ORGANIZER TOOL EXPLAINED

LET'S GET ORGANIZED!

EVERYTHING ON THE LIST VIEW / EDIT	37 ITEMS	THINGS I NEED TO PURCHASE VIEW / EDIT	14 ITEMS
THINGS I HAVE/HAVE ALREADY PURCHASED VIEW / EDIT	5 ITEMS	THINGS I'VE PACKED VIEW / EDIT	5 ITEMS
THING TO SHARE VIEW / EDIT	5 ITEMS	ADD NEW CUSTOM LIST VIEW / EDIT	+ ITEMS

For the best experience, sign-up for the Organizer! At-a-glance, the tool shows all items to buy and a student's progress - purchased, not yet purchased, and already owned. Students just sign-up for an account to manage their many shopping adventures.

TAKES USER TO STUDENT CONTENT

Sponsorship Benefits

- Targeted sales opportunity during key months leading-up to college start date
- Brand awareness to start 1:1 consumer relationship with first-time purchasers, and to influence life-time brand loyalty (LTVC)
- Expert list sourcing, with patented UPC matching and retailer connection
- First-mover brands will receive category item exclusivity and rights to first renewal as platform expands

Marketing Support

- College Student Affairs Office outreach
- Advice and content features about Off To College to prepare students and parents
- Brand promotions and social media engagement
- Partnerships with key brands in the college space, including Her Campus, ULoop, Stuff2College & more

