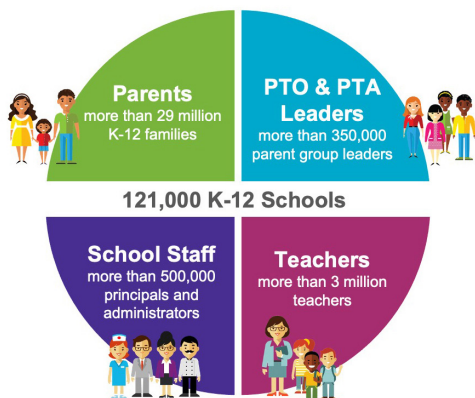




# School Family Media®

## 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.

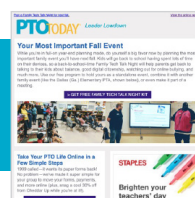
We understand how schools, PTO and PTA leaders, volunteers, teachers, and parents interact and work together. Our knowledge, trusted voice, and rock-solid connections give your brand the visibility and engagement you're looking for. Getting started is as easy as telling us your goals, budget, and time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

## Connecting to Key School Audiences

1999

PTOTODAY®

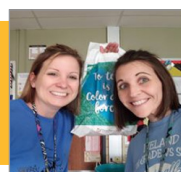
The One Stop Resource for K-12 Parent Leaders



2008

SchoolFamily Sampling

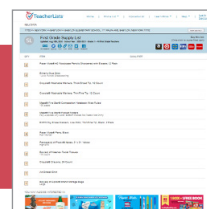
Hand-to-Hand Distribution via Community Influencers



2013

TeacherLists®

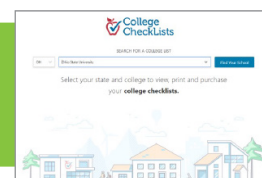
The Leading Back To School School Supply Shopping Solution for Teachers and Parents



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
<b>Back to School 2021</b>	6/22/21	6/29/21	8/15/21 – 8/19/21
<b>Fall 2021</b>	7/27/21	8/3/21	9/19/21 – 9/23/21
<b>Winter 2022</b>	11/2/21	11/9/21	1/2/22 – 1/6/22
<b>Spring 2022</b>	1/25/22	2/1/22	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
<b>2-Page Spread*</b>	\$16,800	\$16,511	\$13,850
<b>½-Page Spread*</b>	\$11,246	\$10,364	\$8,453
<b>Full-Page*</b>	\$10,710	\$9,870	\$8,050
<b>1/2 Page</b>	\$7,403	\$6,983	\$5,300
<b>Single Block</b>	\$1,365	\$1,260	\$1,000
<b>Double Block</b>	\$2,625	\$2,415	\$1,960
<b>Back Cover</b>	\$14,621	\$13,388	\$10,150
<b>Inside Front/Cover II</b>	\$14,018	\$12,810	\$9,575
<b>Inside Back/Cover III</b>	\$13,361	\$12,259	\$9,200

\* Add 10% for premium position

# PTOTODAY®



*"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.

Let's Connect!

[SchoolFamilyMedia.com](https://www.SchoolFamilyMedia.com)

800-644-3561 x201



# 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.

<b>2-Page Spread</b> <i>bleed:</i> 16.25 x 10.75 <i>trim:</i> 16 x 10.5 <i>live area:</i> 15.5 x 10	<b>Full Page</b> <i>bleed:</i> 8.25 x 10.75 <i>trim:</i> 8 x 10.5 <i>live area:</i> 7.5 x 10	<b>1/2 Page</b> 7.25 x 4.75
<b>1/2-Page Spread</b> <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 <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div><i>live area:</i> 7.5 x 5</div> <div><i>live area:</i> 7.5 x 5</div> </div>	<b>Double Block</b> 3.5 x 4.125  <b>Single Block</b> 3.5 x 2	

### 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

## 2021-2022 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.

### Parent Group Leader Retargeting

#### **Drive immediate clicks to your website as PTO and PTA leaders browse the web**

Our retargeting 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.

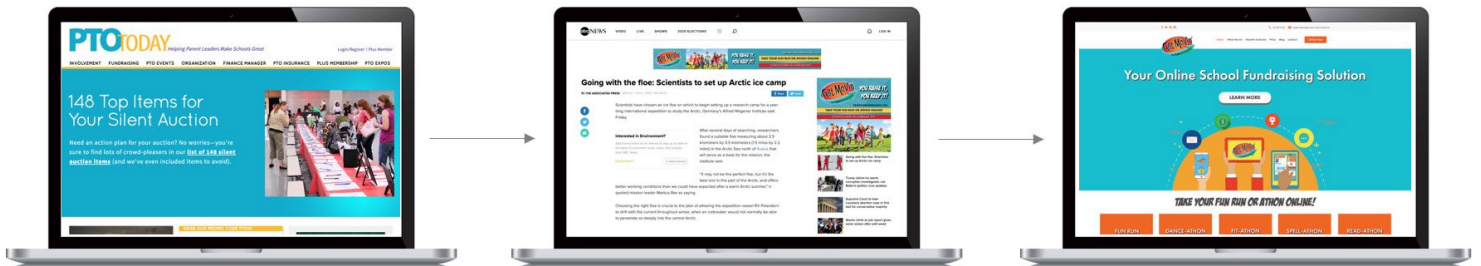
- Reach the exact PTO and PTA leaders you want to reach with a national or geotargeted campaign
- Bring visitors to your landing page of choice

Average PTO Today  
Retargeting CTR

**0.9% - 1.0%**

#### **Preferred Customer Program!**

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



#### Placement

#### CPM

Google Ad Network  
Facebook  
YouTube (:06, :15, :30)

\$16  
\$18  
\$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.





# PTO Today Digital Advertising

## 2021-2022 Rate Card

### Banner Advertising

**Key decisionmakers are just one click away from your website.**

New content, helpful resources, engaging programs, 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



*"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.)

## "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





## 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:



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.

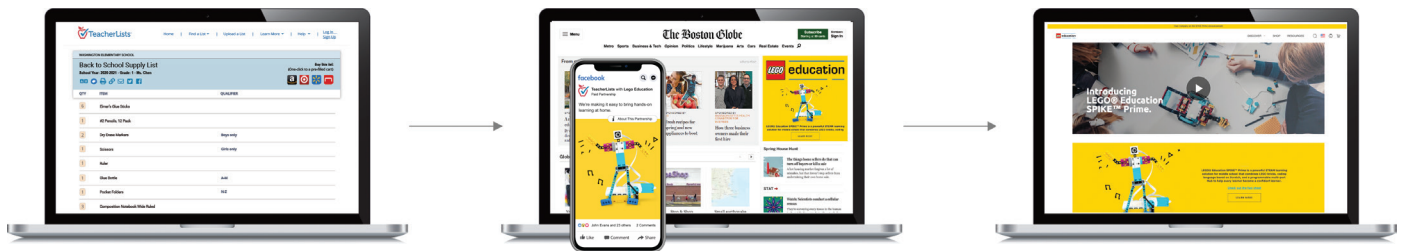
## Recency from back-to-school shopping list views indicate engagement

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

Retargeting ad CTR

# 0.75%-0.82%

vs. industry avg. of .07%



### 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.





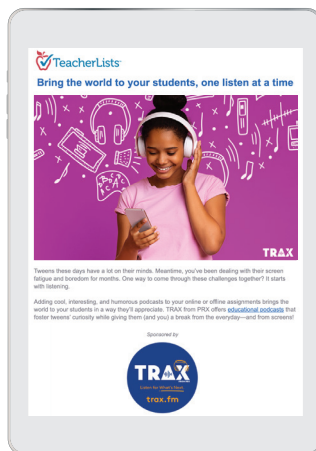
# Teachers are a powerful and influential consumer audience

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*

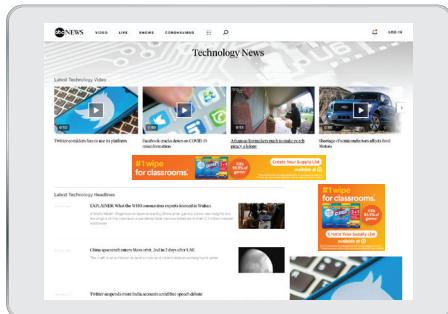
- Includes high-quality classroom lessons and activities
- Feature your own custom-branded activity page
- Cost: \$6000 per lesson



## Retargeting campaigns

*Reach teachers throughout the year*

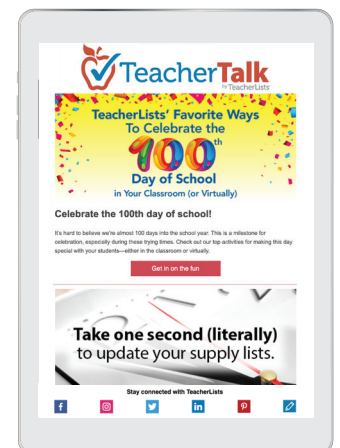
- While our users browse their other favorite sites online, your message regularly displays, keeping your product top of mind
- Ability to target by location
- Placement via Google Display Network (GDN), Facebook, and YouTube
- CTR benchmark averages 0.78%
- Cost: CPM basis



## 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







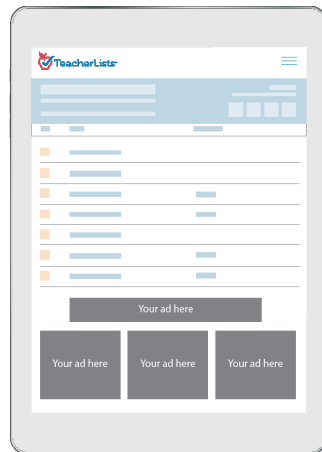
## Data-driven digital that gets parents buying

Highly engaged parents access and shop their children's specific school supply lists using our platform, [TeacherLists.com](https://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*

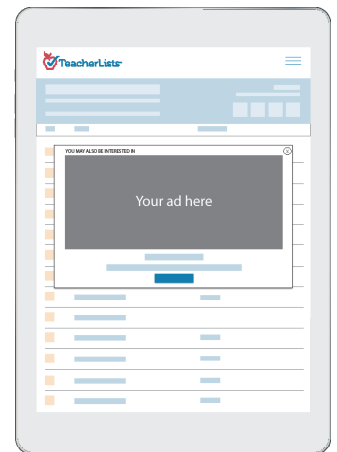
- Ad placement on every school supply list viewed on TeacherLists.com
- Guaranteed impressions linked to your destination of choice
- Runs July 1 - September 30, 2021
- Packages start at 1MM Impressions @ \$25,000



### Exclusive brand pop-up

*Timely message in front of shopping parents*

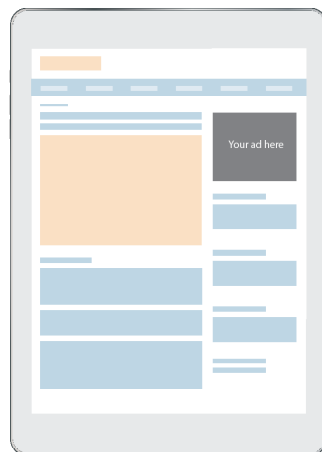
- Modal banner displays 8 seconds after each classroom supply list view
- 4MM guaranteed impressions linked to your destination of choice
- Single sponsor opportunity
- Runs July 1 - September 30, 2021
- Cost: \$100,000



### Retargeting campaigns

*Reach your exact audience throughout the year*

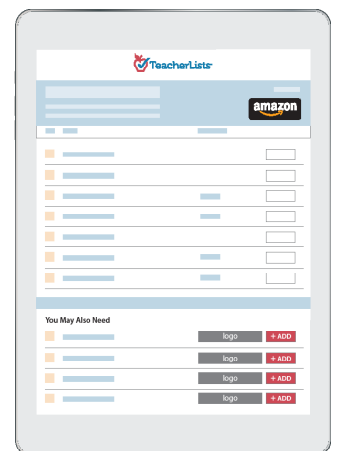
- Your campaign regularly displays while our parents browse their favorite sites online, keeping your brand top of mind
- Ability to tightly target, including location and ages of children in the HH
- Placement on Google Display Network (GDN), Facebook, and YouTube
- CTR benchmark averages 0.78%
- Cost: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





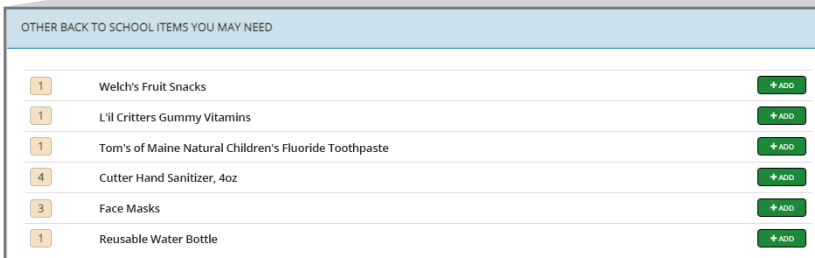
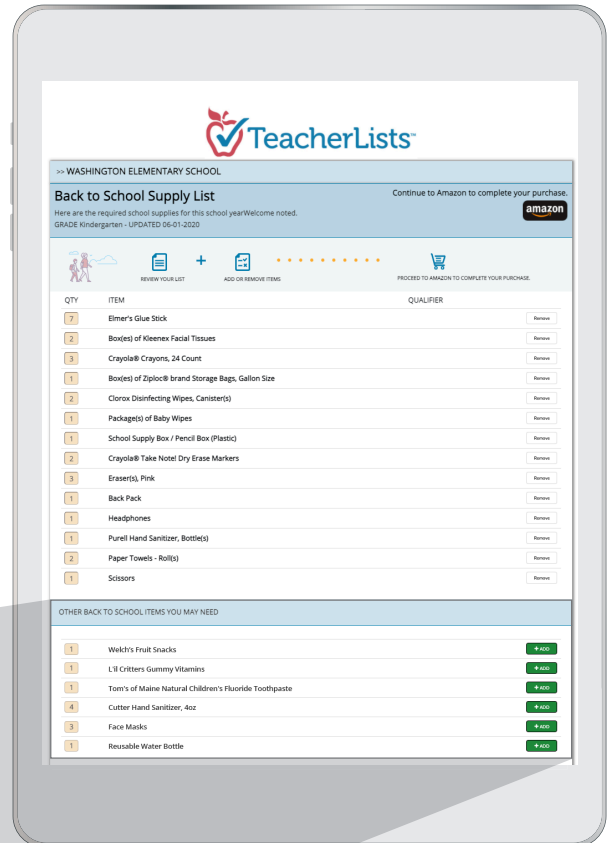
# Get your brand immersed in the back-to-school shopping experience with one-click add to cart



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.

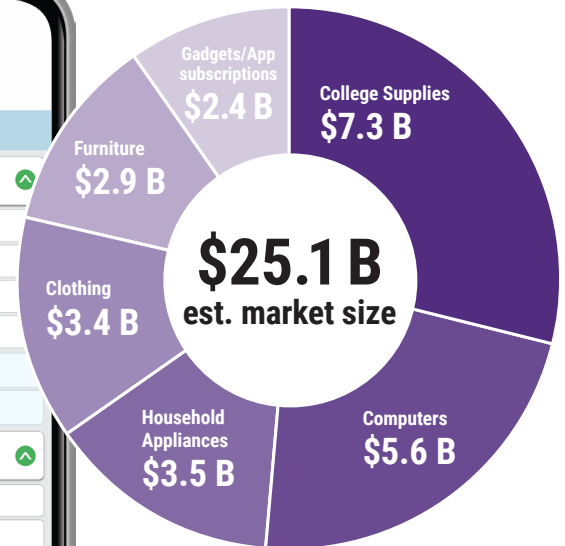
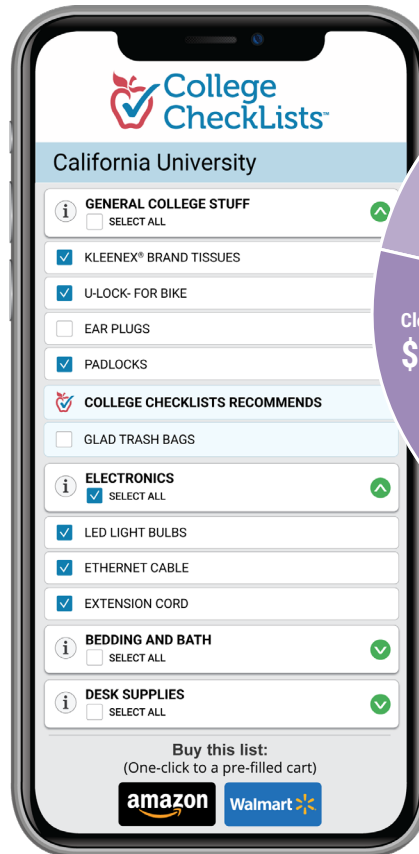
We help college-bound students find and shop for everything they need for college. From acceptance letter to move-in day, College CheckLists™ is the go-to community students can count on for the countdown to college. We are The Off To College destination helping students arrive prepared at their college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

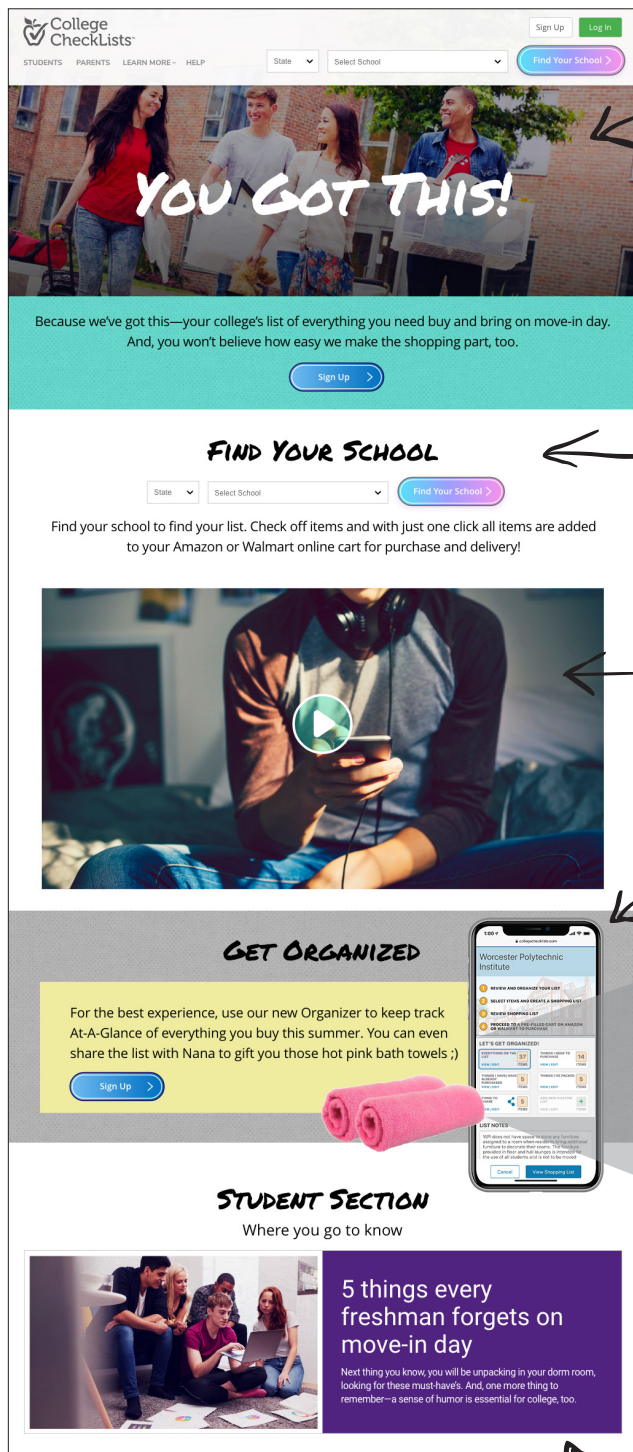
President, College CheckLists

jdriscoll@schoolfamilymedia.com

800-556-9216







The screenshot shows the College CheckLists homepage. At the top, there's a navigation bar with 'STUDENTS', 'PARENTS', 'LEARN MORE', and 'HELP'. Below this is a search bar with 'State' and 'Select School' dropdowns, and a 'Find Your School' button. The main banner features a photo of four students with the text 'YOU GOT THIS!' and a sub-header 'Because we've got this—your college's list of everything you need buy and bring on move-in day. And, you won't believe how easy we make the shopping part, too.' Below the banner is a 'Find Your School' section with a similar search bar and a 'Find Your School' button. A video player titled 'COLLEGE CHECKLISTS WHY + HOW VIDEO' is shown below. The 'GET ORGANIZED' section features a yellow background with text about the Organizer tool and a 'Sign Up' button. Below this is the 'STUDENT SECTION' with a photo of students and a purple box titled '5 things every freshman forgets on move-in day'.

## 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/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 (LTV)
- 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

