

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



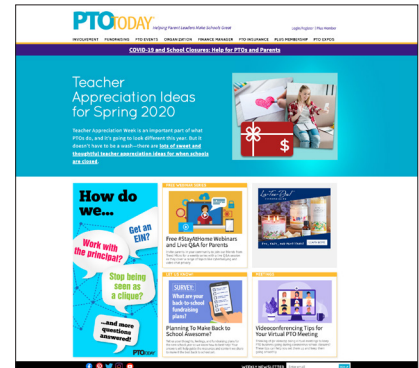
300 x 250 banner

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!"

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.)

In a survey of school parent group leaders:

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



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Topic Page Fixed Banner Sponsorship

Sponsor a topic page that is contextual to your business and highly trafficked by PTO and PTA leaders.

Pricing

Reach out to John Williams at jwilliams@ptotoday.com for a quote and details.

698 x 90 banner



280 x 66 banner

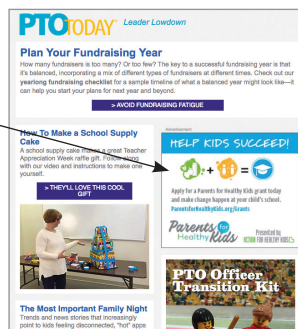
Optimized for mobile



"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

