

PTO Today's Digital Marketplace for PTO and PTA Leaders



Advertise your promotion or special offer designed just for school parent groups

As the #1 resource for school parent groups, PTOtoday.com makes it easy for active PTO and PTA leaders to find expert content, ideas, vendors, and so much more. The Deals, Steals and Ideas hub is a turnkey opportunity for your business to advertise a message and special offer to PTO and PTA leaders who are actively looking for promotions and ideas from trusted PTO Today partners. A prominent content block featuring your headline, offer, image, text, and a button linking to your website drives interest and new business throughout the course of the year. **New for 2023! Monthly campaign launches enable you to align your ad block messaging and offer with your current or seasonal marketing strategy.**

Yearlong marketing of the Digital Marketplace includes:

- PTO Today Magazine callout x2
- Monthly feature in e-newsletter to over 40,000 subscribers
- Prominent placement on PTOtoday.com main navigation
- Social and digital promotion

Available categories:

- Athon Fundraiser
- School Spirit
- Food Fundraiser
- Apps and Software
- Holiday Shop
- Product Fundraiser
- Playground and Recreation
- Event
- Arts & Enrichment
- Miscellaneous
- Restaurant Fundraiser
- Collection Program
- Shopping Fundraiser
- Retail Offer

The screenshot shows the PTO Today website interface. At the top, there's a navigation bar with the PTO Today logo and tagline "Helping Parent Leaders Make Schools Great". Below the navigation bar, there's a search bar and a list of categories: NEW BOARD, FUNDRAISING, ACTIVITIES, APPRECIATION, PRODUCTS, INSURANCE, #PTOLIFE, and PTO TODAY EVENTS. The main content area is titled "Deals, Steals, and Ideas for PTO and PTA Leaders" and features a grid of promotional cards. Each card includes an image, a title, a brief description, and a call-to-action button. The cards shown are: "Your Quality Holiday Shop", "Funding for Your Playground or Outdoor Classroom!", "Shop #PTOLife Shirts and Accessories", "Smoked Snack Sticks for Fundraising! Free Sample!", "Sign with Apex, get \$1,500", "You Save 20%, Minted Donates 15%", and "Bring Apex to Your School".

To view the current edition, visit www.ptotoday.com/deals.

Questions?



For more information, contact

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Program Duration	Launch Date	Reservation Due	Assets and Offer Due	Cost per Block
12 month term	First of each month	30 days prior to scheduled launch date	15 days prior to scheduled launch date	\$2,800 per term (\$1,500 for each additional block)

Flexible monthly campaign changes (per category tag) enable you to change your offer or messaging to align with your seasonal marketing objectives. Updated offer and messaging is due 15 days prior to live date, with changes going live at the beginning of the month. Ordering of ad blocks is randomized and shuffled for each visitor.