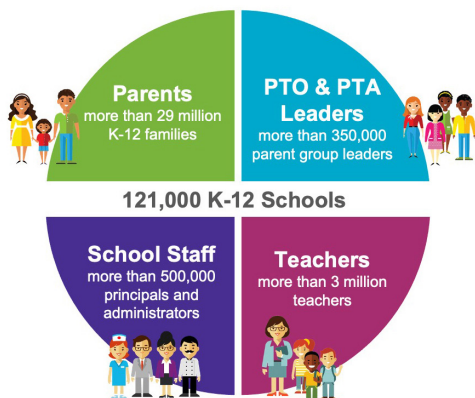




# School Family Media®

## 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.

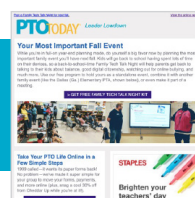
We understand how schools, PTO and PTA leaders, volunteers, teachers, and parents interact and work together. Our knowledge, trusted voice, and rock-solid connections give your brand the visibility and engagement you're looking for. Getting started is as easy as telling us your goals, budget, and time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

## Connecting to Key School Audiences

1999

PTOTODAY®

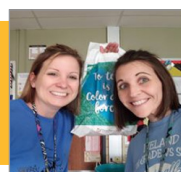
The One Stop Resource for K-12 Parent Leaders



2008

SchoolFamily Sampling

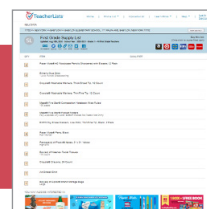
Hand-to-Hand Distribution via Community Influencers



2013

TeacherLists®

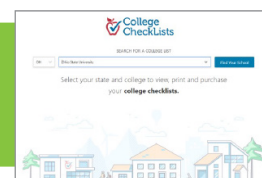
The Leading Back To School School Supply Shopping Solution for Teachers and Parents



2020

College CheckLists®

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



# PTO Today Magazine

## 2022-2023 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 2022</b>	6/20/22	6/27/22	8/15/22 – 8/19/22
<b>Fall 2022</b>	7/25/22	8/1/22	9/19/22 – 9/23/22
<b>Winter 2023</b>	11/3/22	11/10/22	1/3/23 – 1/6/23
<b>Spring 2023</b>	1/24/23	1/31/23	3/19/23 – 3/23/23

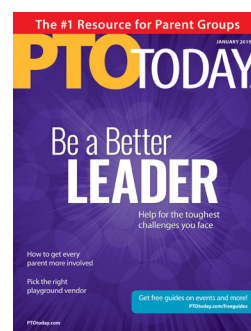
### General Advertising Rates

Rate Card effective May 1, 2022. 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>	\$17,640	\$16,924	\$14,058
<b>½-Page Spread*</b>	\$11,808	\$10,623	\$8,580
<b>Full-Page*</b>	\$11,246	\$10,117	\$8,171
<b>1/2 Page</b>	\$7,773	\$7,158	\$5,380
<b>Single Block</b>	\$1,474	\$1,310	\$1,020
<b>Double Block</b>	\$2,835	\$2,512	\$1,999
<b>Back Cover</b>	\$15,352	\$13,723	\$10,302
<b>Inside Front/Cover II</b>	\$14,719	\$13,130	\$9,719
<b>Inside Back/Cover III</b>	\$14,029	\$12,565	\$9,338

\* 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.

Let's Connect!

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

800-644-3561 x201



# PTO Today Magazine

## 2022-2023 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

Minimum size: 3.5" x 5"

Maximum size: 5.5" x 5.5"

Required paper stock weight: 80lb cover or 100lb text stock

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

## 2022-2023 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.

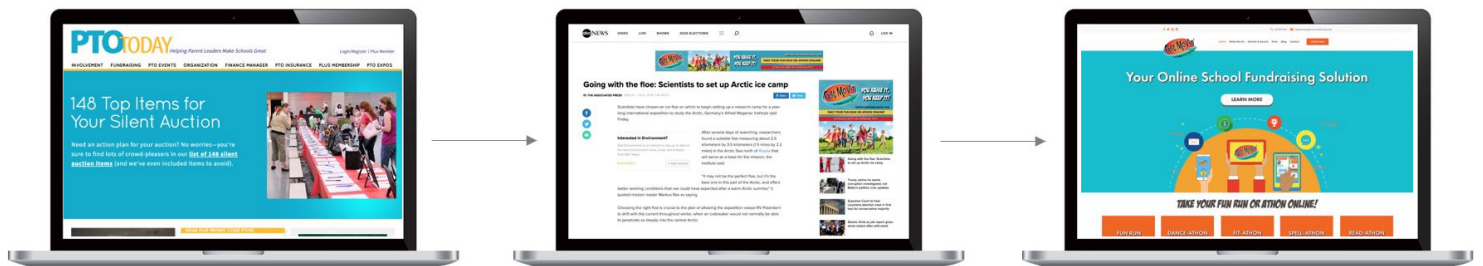
- Reach the exact PTO and PTA leaders you want to reach with a national or geotargeted campaign
- Bring visitors to your landing page of choice

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.



#### First Party Data Targeted Placements

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.





# PTO Today Digital Advertising

## 2022-2023 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



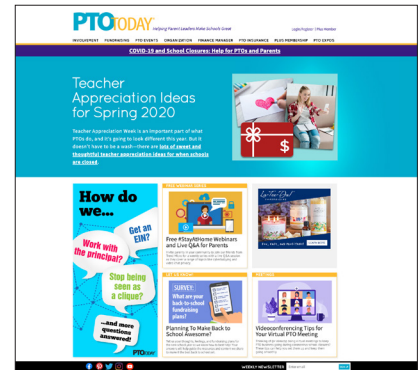
**300 x 250 banner**

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



# PTO Today Digital Advertising

## 2022-2023 Rate Card



### 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](mailto:jwilliams@ptotoday.com) for a quote and details.

698 x 90 banner



280 x 66 banner

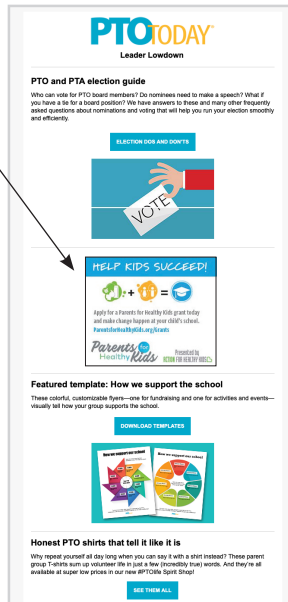
Optimized for mobile



### "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



# 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.**

The screenshot shows the PTO Today website interface. At the top is the PTO Today logo with the tagline 'Helping Parent Leaders Make Schools Great'. Navigation links include NEW BOARD, FUNDRAISING, ACTIVITIES, APPRECIATION, PRODUCTS, INSURANCE, #PTOLIFE, and PTO TODAY EVENTS. A search bar and 'Login/Join | Plus Member' link are also present. The main content area is titled 'Deals, Steals, and Ideas for PTO and PTA Leaders' and features a grid of promotional cards:

- HOLIDAY SHOP:** 'Your Quality Holiday Shop' with a 'Request a Gift Sample' button.
- PLAYGROUND AND RECREATION:** 'Funding for Your Playground or Outdoor Classroom!' with a 'Find Out More' button.
- RETAIL OFFER:** 'Shop #PTOLife Shirts and Accessories' with a 'Shop Now' button.
- FOOD FUNDRAISER:** 'Smoked Snack Sticks for Fundraising! Free Sample!' with a 'Get Free Sample' button.
- ATHON FUNDRAISER:** 'Sign with Apex, get \$1,500' with a 'Bring Apex to Your School' button.
- SHOPPING FUNDRAISER:** 'You Save 20%, Minted Donates 15%' with a 'Learn More' button.
- EVENT:** Two smaller event cards at the bottom.

To view the current edition, visit [www.ptotoday.com/deals](http://www.ptotoday.com/deals).

# PTOTODAY®

## 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

## Questions?



For more information, contact

John Williams at [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com)

or 800-644-3561, ext. 201.

Program Duration	Launch Date	Reservation Due	Assets and Offer Due	Cost per Block
<b>12 month term</b>	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.

# PTO Today Expos

## Meet and Network with PTO and PTA Leaders This Spring

Every PTO Today Expo event attracts hundreds of active PTO and PTA decisionmakers who are looking to raise money and spend money on behalf of their schools. No matter what business you're in—fundraising, playground equipment, arts & enrichment programming, etc.—you can't afford to miss this opportunity to meet face to face with parent group leaders and impact their plans and purchasing decisions.



Location	Event Details		Registration Close Date
<b>Houston, TX (Conroe)</b>	<b>February 28</b>	9 am - 1 pm Central	<i>February 21</i>
<b>Edison, NJ</b>	<b>March 7</b>	9 am - 1 pm Eastern	<i>February 28</i>
<b>San Jose, CA (Santa Clara)</b>	<b>March 21</b>	9 am - 1 pm Pacific	<i>March 14</i>
<b>New England (Marlborough, MA)</b>	<b>March 28</b>	9 am - 1 pm Eastern	<i>March 21</i>
<b>Chicago, IL (Oakbrook Terrace)</b>	<b>April 4</b>	9 am - 1 pm Central	<i>March 28</i>
<b>Los Angeles, CA (Ontario)</b>	<b>April 19</b>	9 am - 1 pm Pacific	<i>April 12</i>

## Reserve Your Booth Space Now at [PTOtoday.com/exhibitor](https://PTOtoday.com/exhibitor)

Pick one event location or exhibit at them all for broad reach exposure. Contact John Williams at 800-644-3561, ext. 201 or [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com) to learn more about how PTO Today Expo events can grow your business.



### What attendees say:

98% of previous attendees found an exhibitor at the show that they would like to use in the future.

*"We met tons of vendors, got some great ideas and free stuff!! We have used two of the vendors that we met at the expo and I'm about to contact a third for a Christmas event. Thank you!"*

—Shelley Taylor,  
Northfield PTO, Sparta, TN

### What exhibitors say:

91% of previous exhibitors say they'll exhibit at a show again.

*"PTO Today expos have more focused attendance than other shows. Everyone that came to our booth was a potential client."*

—Ryan Thompson,  
Mobile Ed Productions



# PTO Today Expos

## Exhibitor and Sponsorship Opportunities

A wide range of exhibitor and sponsorship opportunities are available for every kind of business and budget.

## Event Sponsorship Opportunities

National and local event sponsorships are available at all PTO Today Expo event locations. Space is limited.

### National Event Sponsorship includes:

- Premium double booth space in the Sponsor Pavilion (best of floor positioning)
- Logo/company name on attendee tote bag\*
- Opt-in email list of parent group attendees from all sponsored events
- Logo on PTO Today Expo attendee registration outreach emails in event service area
- Logo on Sponsors and Exhibitors page of PTOToday.com
- Opportunity to include literature in all tote bags at all events\*
- Opportunity to participate in Sponsor Raffle

**Cost** \$19,500 (includes all six events)

### Local Event Sponsorship includes:

- Premium double booth space in Sponsor Pavilion (limited availability)
- Opt-in email list of parent group attendees from each sponsored event
- Logo with link to your website on Sponsors and Exhibitors page of PTOToday.com
- Opportunity to participate in Sponsor Raffle

**Cost** \$3,500 per individual event

*\*All deliverables dependent on sponsor delivering related assets within set deadlines*

Visit [PTOtoday.com/exhibitor](https://ptotoday.com/exhibitor) to reserve your spot today!

## Exhibit at a Show

Standard Booth	\$995
Premium Corner Booth	\$1,195
Double Standard Booth	\$1,490
Double Premium Booth	\$2,300
Tabletop (A&E/Non-profit only)	\$300



## Questions?



For information about sponsorships available, contact John Williams at [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com) or 800-644-3561, ext. 201.

# PTO Today University



## Generate leads through a unique partner-level educational session sponsorship

Through PTO Today's series of educational sessions, PTO Today experts will share best practices, tactical advice, and resources with active PTO and PTA leaders. Two hands-on session topics will be offered in Fall 2023. Sponsoring this partner-level program not only aligns your business with PTO Today, but also provides a stream of PTO and PTA leads who are actively looking to grow more savvy in their parent group roles so that they can do great things for their school.



### Parent Involvement Workshop

**Sept. 13, 2023**

The struggle is real! In this session, we'll tackle common involvement challenges faced by real PTOs and PTAs and sharing solutions.



### PTO and PTA Success Guide

**Nov. 8, 2023**

We'll cover what every group need to get set up for an awesome, successful school year.

## Educational Session Sponsor Benefits

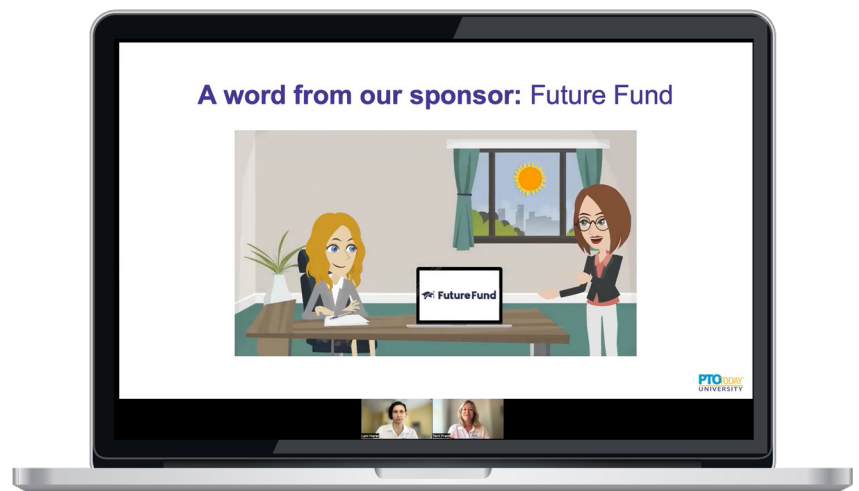
**Sponsorship is strictly limited to six companies per session. Each sponsor will receive:**

- Uncapped registration leads with Gold sponsorship; 500 registration leads with Silver sponsorship
- 30 second commercial to be shown during the session and in the session recording
- Logo on PTO Today outreach emails
- Logo and link on PTO Today University landing page
- Logo on session completion certificate provided to all attendees
- Raffle giveaway for session attendees

### PTO Today University Session Sponsorship Fees:

Gold sponsorship: \$10,000

Silver sponsorship: \$5,000



## Questions?

For information about sponsorships available, contact John Williams at [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com) or 800-644-3561, ext. 201.







## 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.

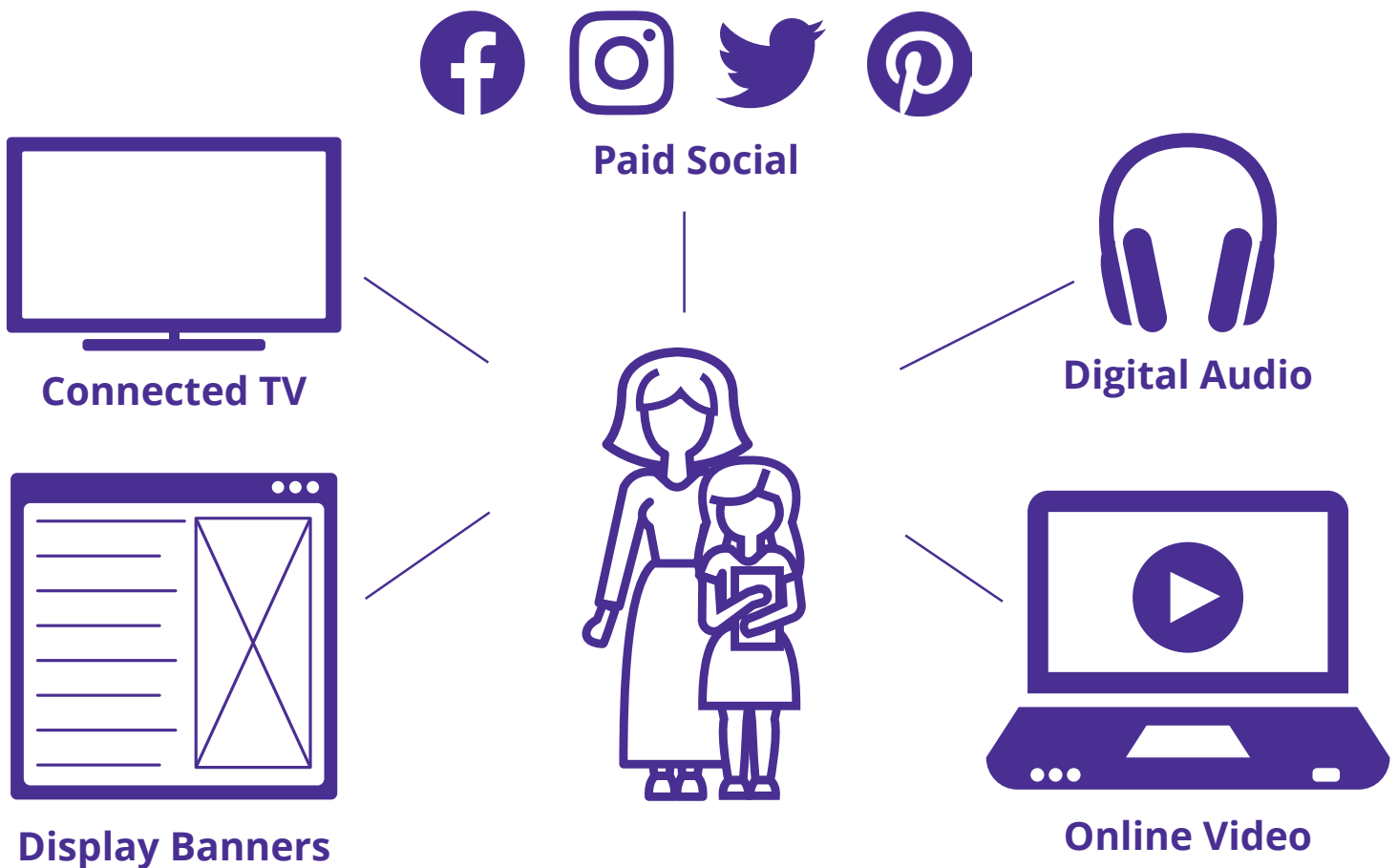


Visit the [School Family Media website](#) for more marketing opportunities!





## End-to-end digital campaigns across devices to influence parents



### Program

- Targeted campaigns with proprietary intent data of audiences in the market for family / kid / mom-focused products
- Isolate and deliver separate campaigns to a teacher / school staff audience
- Campaign ad channels span devices and formats



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 1.8 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 \$38 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

We are the list data provider behind the school supply merchandising for major retailers like Amazon, Walmart, and Target.



### TeacherLists by the numbers

**64,395** schools  
and  
**11,350** districts  
across the United States  
have back-to-school  
supply lists on  
TeacherLists.com



**1,800,000**  
classroom supply lists  
can be found on  
TeacherLists.com



**41,331,000** families  
were provided with an easier way to buy  
back-to-school supplies



Families can now find their school supplies lists on  
**8** major retail sites  
and can purchase their supplies from 6 retailers on TeacherLists.com



**17** Trusted  
back-to-school brands  
are proud TeacherLists sponsors





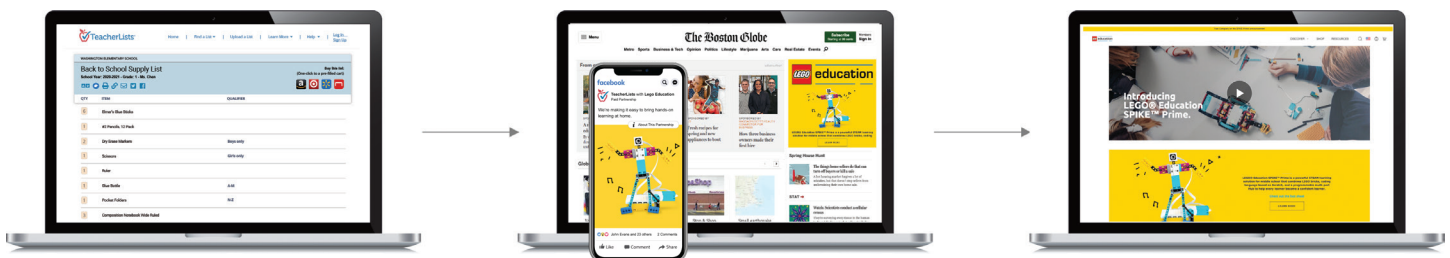



## Reach and influence high intent consumers

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 first party targeted ads that reach your exact audience using data like child's age, grade, and geographic location. While parents consume media across all formats, your ads display regularly, 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 in-market shoppers

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.**

Retargeting ad CTR

**0.75%-0.82%**

vs. industry avg. of .07%

### 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.

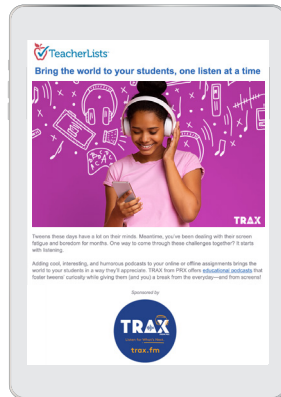




# Teachers are a powerful and influential consumer audience

## Custom targeted emails

- Reach millions of teachers with your brand and message
- Segment by grade level
- Cost: based on list send size and segmentation CPMs start at \$125



## TeacherTalk Newsletter

- Reach 100K of our most engaged teachers with your ad message in our monthly e-newsletter
- Ad size: Custom opportunities available
- Cost: \$4000 per insertion

## Learning Library

*Engaging, teacher-targeted destination*

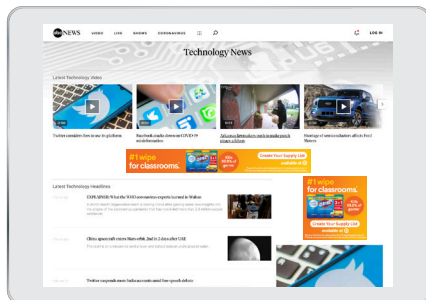
- Includes high-quality classroom lessons and activities
- Feature your own custom-branded activity page
- Cost: \$6000 per lesson



## First Party Data Targeted Placement

*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 based on targeting and distribution. CPMs start at \$18



## Teacher Appreciation Gift Packs

*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



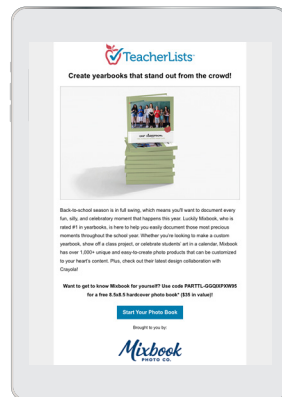




# Activate and influence high intent, known parents

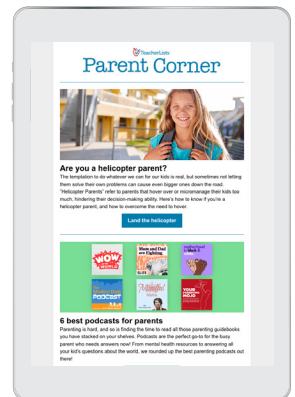
## Custom targeted emails

- Reach 400k parents with your brand and message
- Segmentation available based on grade level of child in home
- **Ad size:** Custom opportunities available
- **Cost:** based on list send size and segmentation CPMs start at \$125



## Parent Corner Newsletter

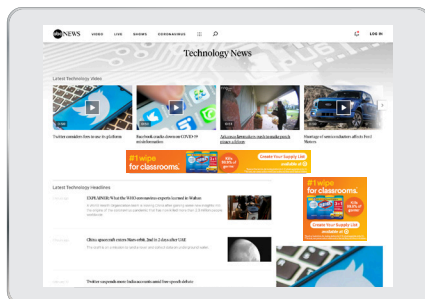
- Reach 400K parents with your ad message in our monthly e-newsletter
- **Ad size:** Custom opportunities available
- **Cost:** \$4000 per insertion



## First Party Data Targeted Placement

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 based on targeting and distribution. CPMs start at \$18



## 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





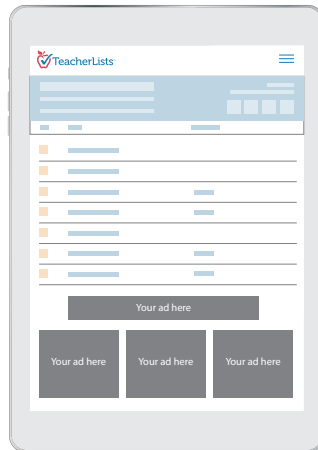
## Data-driven digital that gets parents buying

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*

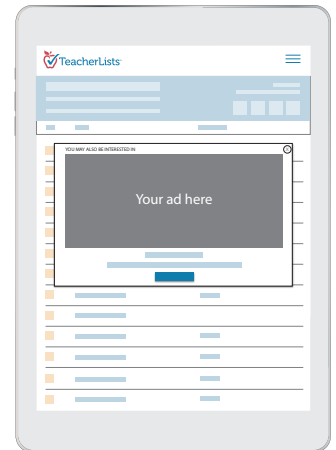
- Ad placement on every school supply list viewed on TeacherLists.com
- Guaranteed impressions linked to your destination of choice
- Runs July 1 - September 30, 2023
- Packages are CPM based



### Exclusive brand pop-up

*Timely message in front of shopping parents*

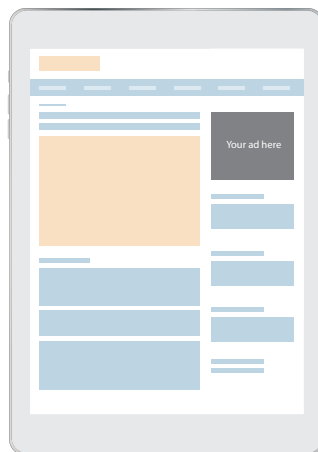
- Modal banner displays 8 seconds after each classroom supply list view
- 5MM guaranteed impressions linked to your destination of choice
- Single sponsor opportunity
- Runs July 1 - September 30, 2023
- Cost: \$100,000



### First Party Data Targeted Placement

*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 Add-it

*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, 2023
- Cost: \$10,000





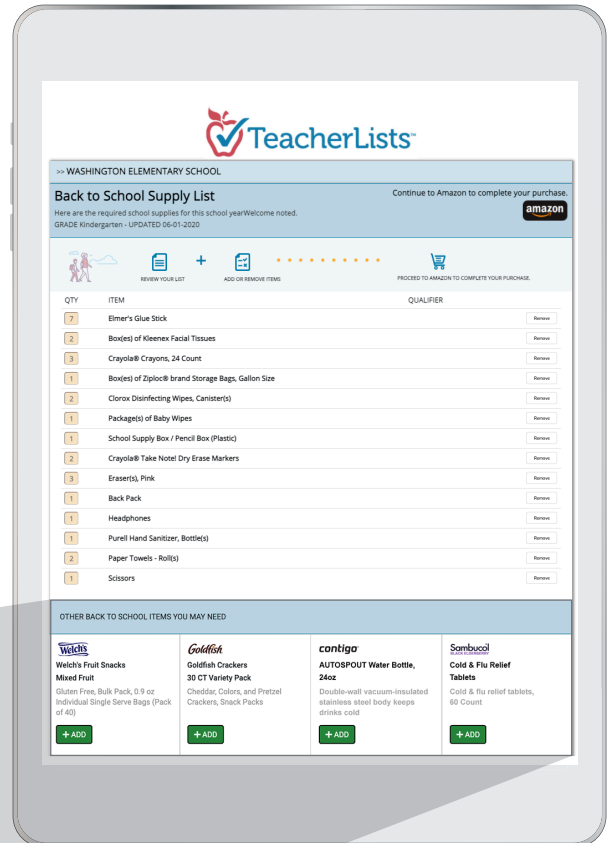
# Get your brand immersed in the back-to-school shopping experience with one-click add to cart



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, 2023
- Commitment by: June 1, 2023
- Cost: \$10,000



OTHER BACK TO SCHOOL ITEMS YOU MAY NEED			
 <b>Welch's Fruit Snacks</b> <b>Mixed Fruit</b> Gluten Free, Bulk Pack, 0.9 oz Individual Single Serve Bags (Pack of 40)	 <b>Goldfish Crackers</b> <b>30 CT Variety Pack</b> Cheddar, Colors, and Pretzel Crackers, Snack Packs	 <b>AUTOSPOUT Water Bottle, 24oz</b> Double-wall vacuum-insulated stainless steel body keeps drinks cold	 <b>Cold &amp; Flu Relief Tablets</b> Cold & flu relief tablets, 60 Count
<a href="#">+ ADD</a>	<a href="#">+ ADD</a>	<a href="#">+ ADD</a>	<a href="#">+ ADD</a>



# OFF TO COLLEGE

CollegeCheckLists.com

## Our goal is simple.

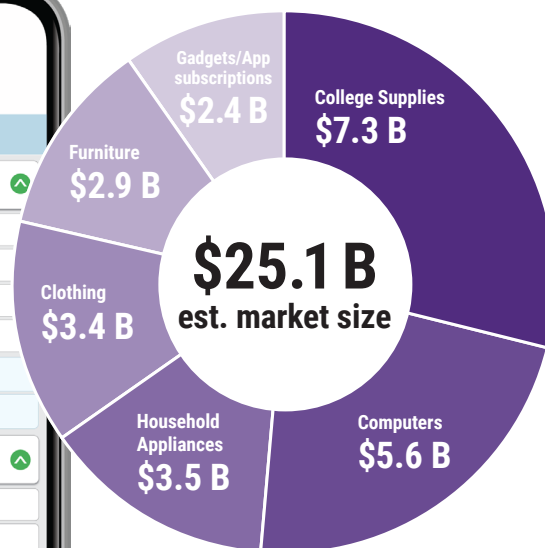
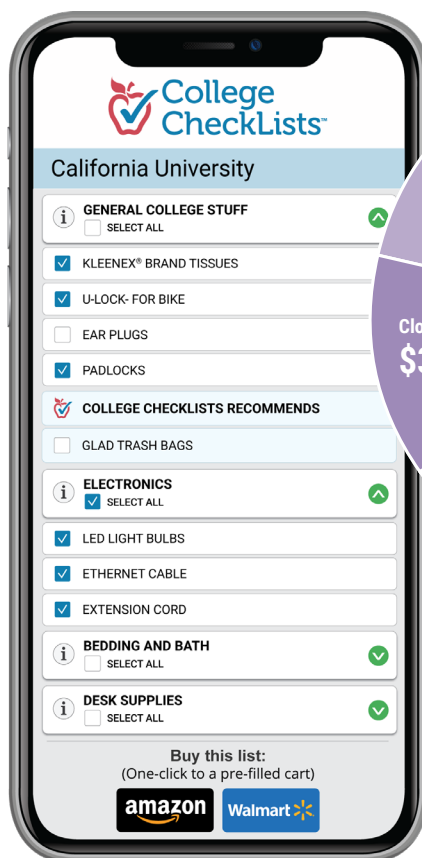
We help college-bound students find and shop for everything they need for college. From acceptance letter to move-in day, College CheckLists™ is the go-to community students can count on for the countdown to college. We are The Off To College destination helping students arrive prepared at their college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

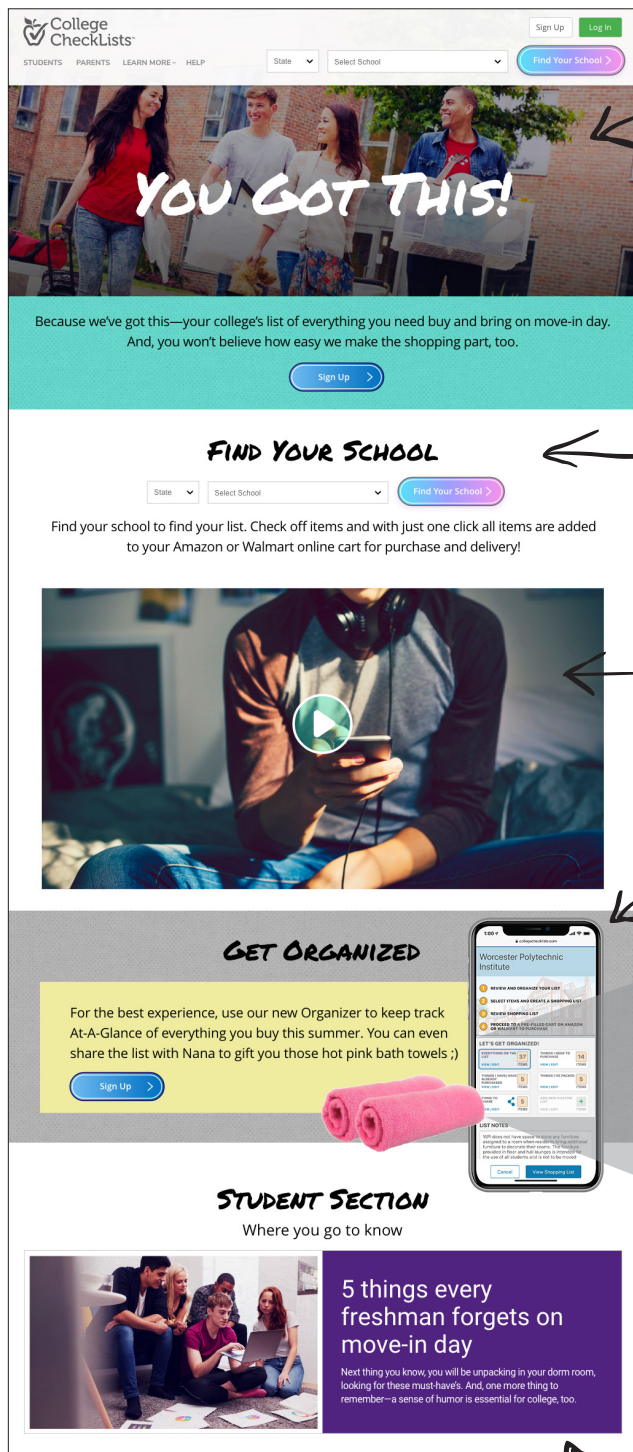
INQUIRIES:

Jamie Engel

[jengel@schoolfamilymedia.com](mailto:jengel@schoolfamilymedia.com)







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-headline: '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 'Sign Up' button. The 'FIND YOUR SCHOOL' section includes another search bar and a 'Find Your School' button, with a note: 'Find your school to find your list. Check off items and with just one click all items are added to your Amazon or Walmart online cart for purchase and delivery!'. A video player titled 'COLLEGE CHECKLISTS WHY + HOW VIDEO' shows a student using a smartphone. The 'GET ORGANIZED' section features a yellow box with text about the Organizer tool and a 'Sign Up' button. Below this is a '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

