PTO Today Digital Advertising 2023-2024 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



Preferred Customer Program!

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



First Party Data Targeted Placements	СРМ
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.





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PTOTODAY[®]

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



BANNER 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.)



"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





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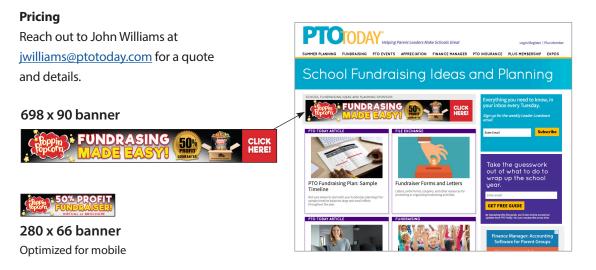


SchoolFamilyMedia.com

800-644-3561 x201

Topic Page Fixed Banner Sponsorship

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



"Leader Lowdown" Email Newsletter

Immediately stand out to 40,000-plus of our most involved leaders who subscribe to our weekly email newsletter.

300 x 250 banner HELP KIDS SUCCEED!				FIXED BANNER AD PRICING (weekly issues)		
	Apply for a Parents for Healthy Kids grant today		PTO and PTA election guide Who can refe for PTO basis members? Do nomines need to make a speech? What if you have a 56 for a basis possibility thate answers to insea and many other trequently and effective.	1 Newsletter R	lun*	\$840
	and make change happen at your child's school. ParentsforHealthyKids.org/Grants		ELECTION DOS AND DON'TS	2 Newsletter R	uns*	\$1,500
Pa	Parents for Presented by Healthy Kidds RETURN FOR HEALTRY KIDSCS			12 Newsletter	Runs, 1 per month	\$6,240
			Integrated c		ackages are also available. Call for	details.
Sponsored content block			HELP KIDS SUCCEEP!	* Add 5% for banners run in August-October		
Includes your headline and copy (in the			and rashe change happen at your child's school. ProventionablyGild.org/trants Parcents, (50), provided to			
PTO Today voice), image and button driving			Healthy Riddy and an and a sponsored content block pricing (weekly issue			
interested PTO and PTA leaders to your website.		7	Strengthen your school with \$1,000 🍐			44.050
Want a more	Strengthen your school with \$1,000		a 1,000 gains as 20 emining publica in high rand popular and automatic norm say pool school by Sept. 15, 2022!	1 Newsletter Is	ssue	\$1,250
integrated	The last few years have been challenging, so our friends at Booster want to help schools thrive again. To celetrate their 20th anniversary serving schools, Booster is awarding \$1,000 grants to 20 elementary schools to help fund projects and activities. Nominate your school by Sept. 15, 2022!					
campaign? Ask us	NOMINATE YOUR SCHOOL		BOOSTER CK			
about a custom			Honest PTO shirts that tell it like it is Why repeat yourself all day long when you can say it with a shirt instead? These parent			
traffic driving			entry freeks you want and you want yo you want you want y			
program.	BOOSTER LX				Let's Connect!	<u>e</u> +
					SchoolFamilyMedia.co	om 🙆

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