

# 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.

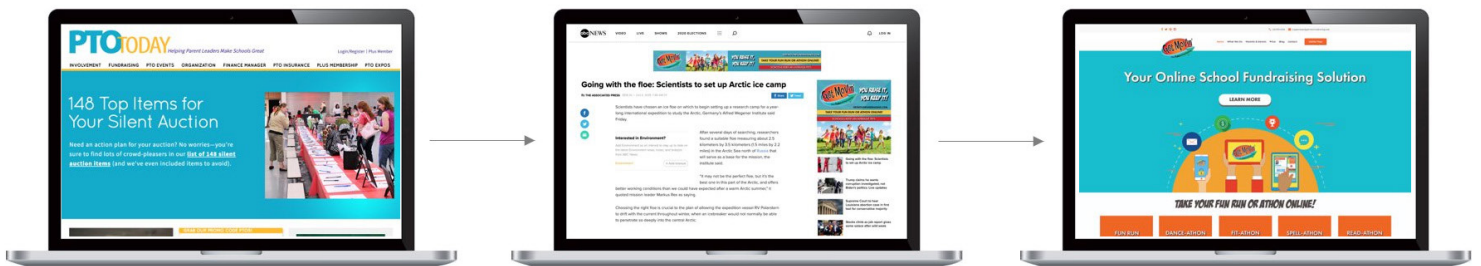
- Reach the exact PTO and PTA leaders you want to reach with a national or geotargeted campaign
- Bring visitors to your landing page of choice

Average PTO Today Retargeting CTR

# 1% - 1.5%

**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	Ad types
Google Ad Network	\$16	Responsive ads are recommended; multiple formats accepted, including video.
Facebook	\$18	
YouTube (:06, :15, :30)	\$7 - \$16	

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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### 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!"*

#### 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.)

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

698 x 90 banner



280 x 66 banner  
Optimized for mobile



## “Leader Lowdown” Email Newsletter

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

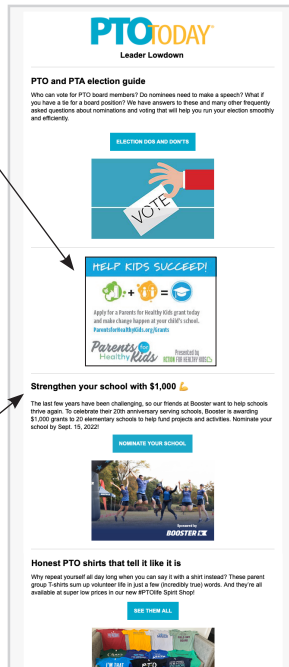
300 x 250 banner



### Sponsored content block

Includes your headline and copy (in the PTO Today voice), image and button driving interested PTO and PTA leaders to your website.

Want a more integrated campaign? Ask us about a custom traffic driving program.



### FIXED BANNER AD 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

### SPONSORED CONTENT BLOCK PRICING (weekly issues)

1 Newsletter Issue	\$1,250
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