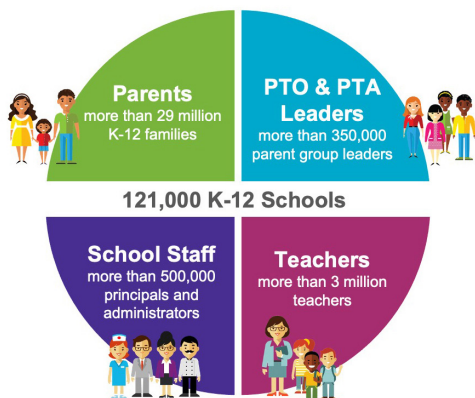




# School Family Media®

## 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.

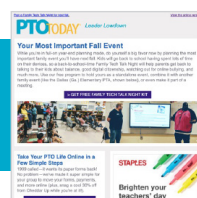
We understand how schools, PTO and PTA leaders, volunteers, teachers, and parents interact and work together. Our knowledge, trusted voice, and rock-solid connections give your brand the visibility and engagement you're looking for. Getting started is as easy as telling us your goals, budget, and time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

## Connecting to Key School Audiences

1999

**PTOTODAY**

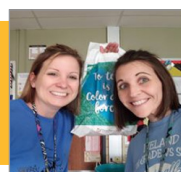
*The One Stop Resource for K-12 Parent Leaders*



2008

**SchoolFamily Sampling**

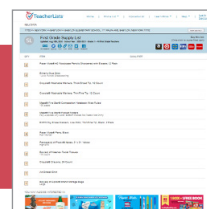
*Hand-to-Hand Distribution via  
Community Influencers*



2013

**TeacherLists**

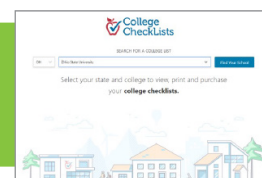
*The Leading Back To School School Supply Shopping Solution for Teachers and Parents*



2020

**College CheckLists**

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



# PTO Today Magazine

## 2025-2026 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 more than 84,000 K-8 schools (public, private, parochial) across the country.

### Calendar

	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
<b>Back to School 2025</b>	6/10/25	6/17/25	8/11 - 8/16/25
<b>Fall 2025</b>	7/15/25	7/22/25	9/15 - 9/20/25
<b>Winter 2026</b>	10/31/25	11/7/25	1/5 - 1/10/26
<b>Spring 2026</b>	1/14/26	1/21/26	3/16 - 3/20/26

### General Advertising Rates

Rate Card effective May 1, 2025. 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>	\$19,795	\$18,595	\$15,495
<b>½-Page Spread*</b>	\$12,995	\$11,695	\$9,495
<b>Full-Page*</b>	\$12,395	\$11,195	\$8,995
<b>1/2 Page</b>	\$8,595	\$7,895	\$5,995
<b>Back Cover/Cover IV</b>	\$16,895	\$15,095	\$11,395
<b>Inside Front/Cover II</b>	\$16,195	\$14,495	\$10,695
<b>Inside Back/Cover III</b>	\$14,895	\$13,695	\$10,295
<b>Single Block</b>	\$1,695	\$1,595	\$1,195
<b>Double Block</b>	\$3,295	\$2,895	\$2,395

\* Add 10% for premium position

# PTOTODAY®



*"As a new PTO President, I find the articles very helpful, and we have used a few companies featured in the magazine."*

In a survey of school  
parent group leaders:

# 94%

said they are likely to  
**consider using vendors**

featured in **PTO Today magazine**

### Preferred Customer Program!

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



# PTO Today Magazine

## 2025-2026 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: \$6,000 / \$4,500 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 MAGAZINE READERSHIP SURVEY

PTO Today Magazine is mailed directly to school parent group leaders at 84,000 K- 8 schools nationwide.



Of those active PTO/A leaders responding to our survey:

**71%**

represent an elementary school PTO/A

**10%**

represent a K-8 school

**7%**

represent a middle school

**6%**

represent a K-12 school

**95%** said they find PTO Today Magazine useful



Actions taken after learning about new services or companies through ads in PTO Today Magazine

**77%**

Visited a company's website

**72%**

Saved company's ad for future reference

**70%**

Discussed or shared company information with their board

**96%**

ranked the ads in PTO Today Magazine as relevant to their role as a parent group volunteer

**94%**

said they are likely to consider using vendors and resources featured in PTO Today Magazine

**92%**

cited 24/7 access to the digital edition of PTO Today Magazine as a helpful resource for their parent group



# What PTO/A leaders had to say about PTO Today Magazine



*"I just wanted to share how much I enjoy reading PTO Today Magazine! The content is always relevant, practical, and encouraging. From fundraising tips to community-building ideas, every issue is full of inspiration and real solutions that help parent leaders feel more confident and connected. Thank you for creating such a valuable resource for school communities!"*



**"As a new PTO President, I find the articles very helpful, and we have used a few companies featured in the magazine."**



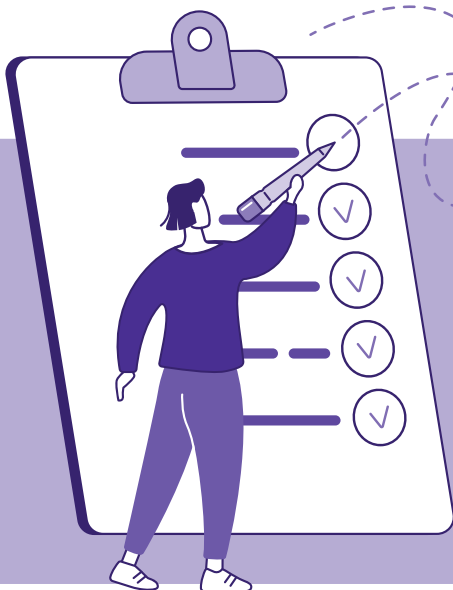
*"We just love having that hard copy to be able to read and pass around!"*

**"I find that the different companies that offer fundraisers and insight from other PTO/PTA groups events/activities and how they do things the most helpful!"**



*"I love getting the physical magazine to share at meetings."*

**"Thank you so much for sharing trusted vendors. This helps us so much – not having to search for fundraisers to do."**



*"I enjoy all that PTO Today Magazine offers. I love that it features ideas that can help our PTO thrive."*

**"I love the variety of ideas and advice that are consistently offered by PTO Today. We are a very new group, and...the magazine offers ideas that we would never think of and information that we are certainly not aware of on our own. We have learned and implemented a lot that we have seen published through PTO Today, and we appreciate it! It would be a hard job without the help of an "expert" such as yourselves."**

# PTO Today Expos

## Meet and Network with School 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 for the 2026-2027 school year.



Location	Event Details	
<b>Novi (Detroit), Michigan</b>	<b>Feb. 25, 2026</b>	9am - 1pm Local Time
<b>Mesquite (Dallas), Texas</b>	<b>March 12, 2026</b>	9am - 1pm Local Time
<b>Conroe (Houston), TX</b>	<b>March 17, 2026</b>	9am - 1pm Local Time
<b>Edison, NJ</b>	<b>March 24, 2026</b>	9am - 1pm Local Time
<b>Oakbrook Terrace (Chicago), IL</b>	<b>April 2, 2026</b>	9am - 1pm Local Time
<b>Marlborough (New England), MA</b>	<b>April 15, 2026</b>	9am - 1pm Local Time

## 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, local, and a limited number of remote 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

### National Remote Sponsorship includes:

For companies and organizations unable to attend in-person, we are offering three unique remote sponsorships at each Spring 2026 PTO Today Expo event. Highlights include:

- Opt-in attendee list
- Option to include literature in attendee tote bags at all Expo events\*
- Sponsor-program "call out" at all Expo events

**Cost** starting at \$6,500

*\*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.



# Offsite Expo Sponsorship



## Volunteer MVP Award

**Cost (6 shows):** \$9,000  
(includes cost of prizes)

**Details:** This award celebrates one outstanding expo attendee who embodies the spirit of a parent group leader. During the expo, attendees will have the opportunity to nominate fellow members. One winner will be chosen and announced at a designated time, honoring their dedication and impact.

**Prize:** \$250 Visa gift card and opportunity to provide an incremental prize (1 per show)



## Parent Group Appreciation Award

**Cost (6 shows):** \$9,000  
(includes cost of prizes)

**Details:** This award recognizes one group of attendees who attend the Expo together with three or more fellow volunteers, celebrating their commitment to teamwork and community involvement.

**Prize:** \$500 Visa gift card  
(1 per show)



## Teacher Appreciation Award

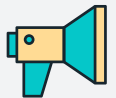
**Cost (6 shows):** \$6,500

**Details:** This award supports parent groups in creating a memorable Teacher Appreciation event at their school. Whether it's a cash prize to fund a teacher luncheon or products that teachers will enjoy, the prize is tailored to the sponsor's preference.

**Prize:** Varies based on sponsor. Prize must be valued at a minimum of \$200. (1 per show)



## Sponsorship Exposure Opportunities:



- **Prominent Logo Placement:** Linked logo on the expo landing page, featured logo on all event marketing emails, visible on-site signage, and displayed on winner certificates.
- **Brand Recognition:** Your company name is mentioned throughout the live event, ensuring consistent visibility and engagement with attendees.

*\*Sponsors will also receive the complete opt-in attendee list from each show.*

## Assets required:



- **Web logo:** Full-color vector RGB EPS file
- **Printed signage logo:** Full-color vector file

## 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 Digital Advertising

## 2025-2026 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.

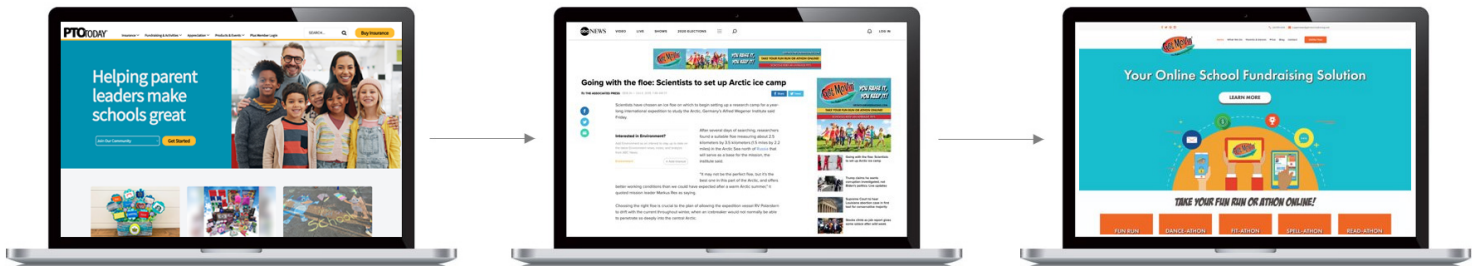
- Reach the exact PTO and PTA leaders you want to reach with a national or geotargeted campaign
- Bring visitors to your landing page of choice

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

Google Ad Network  
Facebook  
YouTube (:06, :15, :30)

\$15  
\$18  
\$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

## 2025-2026 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 your banner ads on PTOtoday.com keeps your business visible, top of mind, and instantly accessible to PTO and PTA leaders as they actively seek out resources to help their group.

#### 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

#### BANNER PRICING

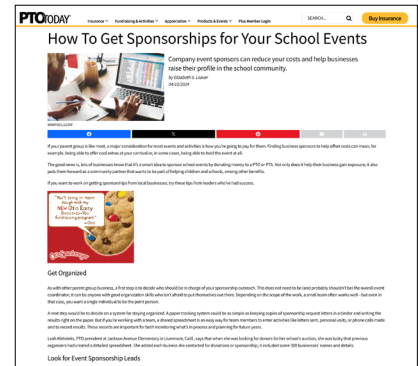
Base rate: \$10/thousand impressions

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



# PTO Today Digital Advertising

## 2025-2026 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

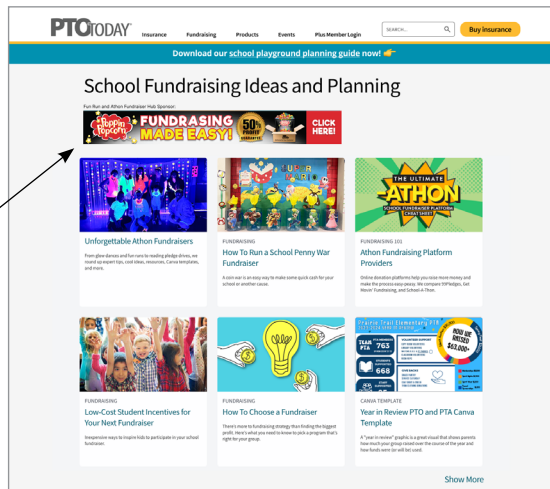
Reach out to John Williams at [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com) for a quote and details.

728 x 90 banner



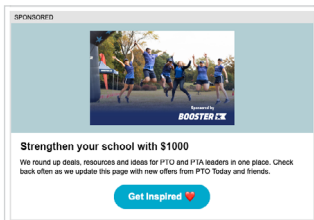
320 x 50 banner

Optimized for mobile



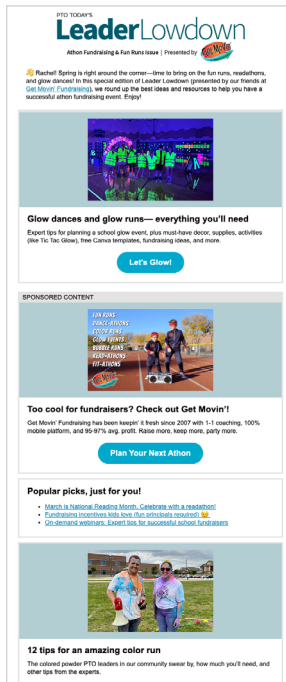
### "Leader Lowdown" Email Newsletter

Immediately stand out to 54,000+ of our most involved leaders who subscribe to our weekly email newsletter.



#### 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.



#### Sponsor Takeover

Our weekly edition of the newsletter, presented by your company! This unique opportunity includes a clickable logo in the newsletter masthead, sponsor acknowledgement and link to your website in the welcome note, and a sponsored content block. Special contextually themed editions are available at limited times throughout the school year, like back-to-school and teacher appreciation.

#### NEWSLETTER PRICING

Sponsored content block	\$1,250 per issue
Sponsor takeover	\$5,000 per issue





# 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. **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 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. These cards include: 'HOLIDAY SHOP' with a 'Request a Gift Sample' button; 'PLAYGROUND AND RECREATION' with a 'Find Out More' button; 'RETAIL OFFER' for PTOLife shirts; 'FOOD FUNDRAISER' for Smoked Snack Sticks; 'ATHON FUNDRAISER' for Apex; and 'SHOPPING FUNDRAISER' for Minted. Each card includes an image, a headline, a brief description, and a call-to-action button.

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

## 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 Learning Lounge



## Generate leads through a unique partner-level webinar sponsorship

PTO and PTA leaders who attend PTO Today's Learning Lounge webinars are actively looking to develop the skills and know-how required to successfully lead their school parent group. During each educational webinar, PTO Today experts share best practices, tips, ideas, tactical advice and resources with PTO and PTA leaders. Two hands-on webinars will be offered in Spring 2026. Sponsoring this partner-level program not only aligns your business with PTO Today, but also provides a guaranteed stream of PTO and PTA leads.

### Creative Teacher Appreciation Ideas You Haven't Tried (Yet!)

*Tuesday, February 10th  
at 11 a.m. or 2 p.m. ET*

*Sponsor Assets due December 15, 2025*

### A Year of Fundraising Wins: Fresh Ideas for Every Season

*Tuesday, March 24th  
at 11 a.m. or 2 p.m. ET*

*Sponsor Assets due February 2, 2026*

## Webinar Sponsorship Benefits

**Sponsorship is strictly limited to six companies per webinar and includes:**

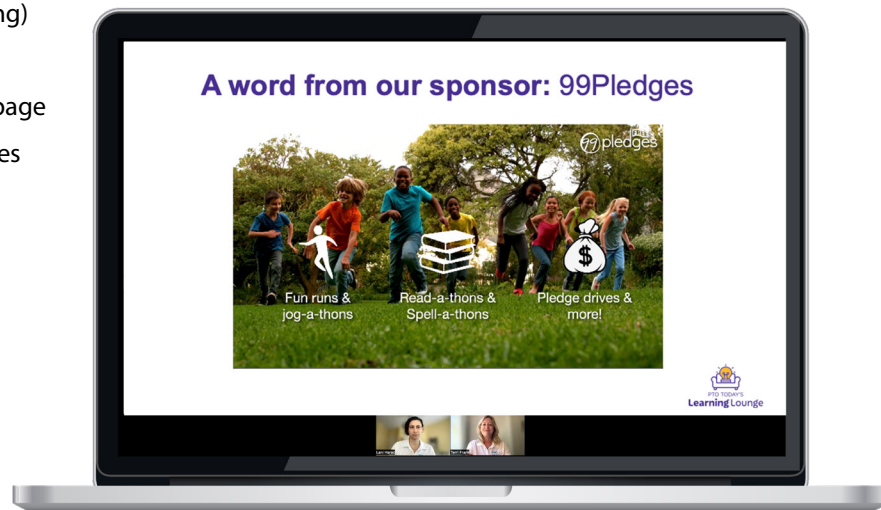
- Uncapped registration leads with Gold sponsorship (800+); 500 leads with Silver sponsorship; 250 leads with Bronze. Lead report includes attendee first and last name, role on the parent group, email address, school affiliation, and school address.
- Option to include your 30-second commercial (shown during the webinar and in the webinar recording)
- Logo on PTO Today outreach emails
- Logo and link on PTO Today Learning Lounge landing page
- Option to provide a raffle giveaway for session attendees

### PTO Today Learning Lounge Webinar Sponsorship Investment:

- Gold sponsorship (800+ leads): \$7,000
- Silver sponsorship (500 leads): \$4,500
- Bronze sponsorship (250 leads): \$2,500

### Sponsor assets:

- Logo: Full-color vector RGB EPS file
- 30-second video: .mp4 files encoded with H.264 video and AAC audio; please note the video cannot exceed 30 seconds.



## 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 sampling distribution at school events by community influencers

Reach your target audience in uncluttered and contextual environments that spark authentic conversation and brand buzz within school communities.

The school parent group (PTO, PTA) is the heart of the school. This influential group of parent volunteers is responsible for “making the magic happen” at schools: planning fun events that engage families, teacher appreciation moments, fundraising, community service projects, and more. Through our PTO Today media property, School Family Media can connect your brand to meaningful moments that are executed by parent groups at schools throughout the year.



### Align your brand with happenings that are celebrated in schools, like:

- Back-to-school
- Teacher appreciation
- Halloween
- Holiday season
- 100th day of school
- Random Acts of Kindness Week
- Valentine's Day
- National Reading Month
- Health and wellness
- Fun national holidays (like National Popcorn Day, Cereal Day, etc.)



\*Pricing based on quantity, segmentation needs, size, and weight of sampled product, etc.

### Turnkey, grassroots sampling at schools sets your brand apart

Work with us to design a custom sampling program that delivers on your marketing goals.

Gain the trusted endorsement of schools and influential school leaders while encouraging product trial, supporting shopper marketing efforts, and more. Options include targeting parents, teachers, and/or PTO leaders for full-size and trial-size samples, product demos, giveaways, and more.

- **Distribution:** School Year
- **Geography:** National, with options to geotarget
- **Quantity:** Up to 2 Million
- **Pricing:** Starts at \$25,000\*
- **Category Exclusivity:** Yes
- **Research Included:** Yes, PTO leaders who execute program
- **Influencer marketing:** Available upon request

### Custom sampling case studies



[Drive Homeopathic Product Trial to Teachers Ahead of Cold & Flu Season](#)



[Product Trial and Purchase Intent for Toy Line During Holiday Season](#)



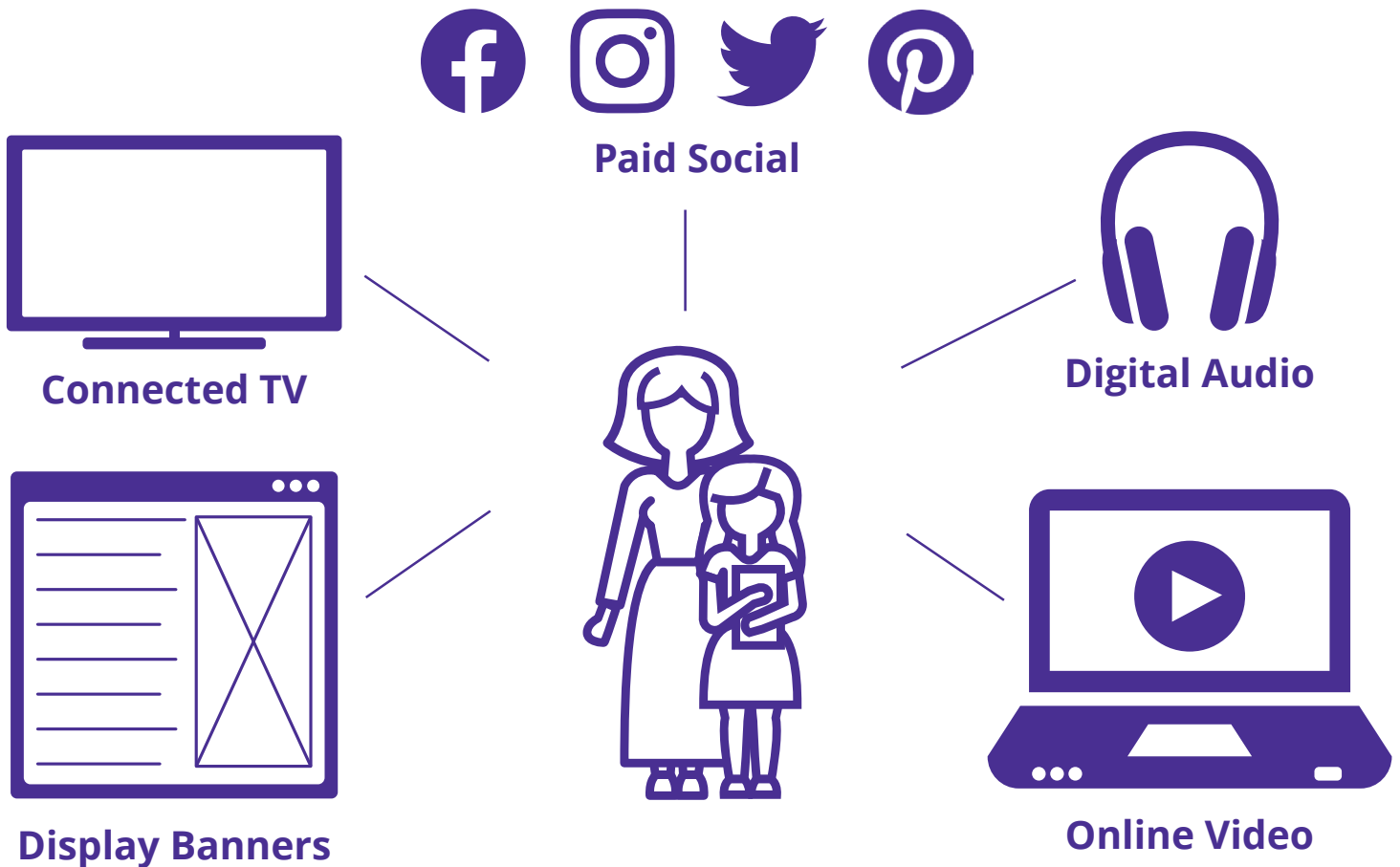
[Generate Awareness and Trial of New Brand Extension Among Young Hispanic Families](#)

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



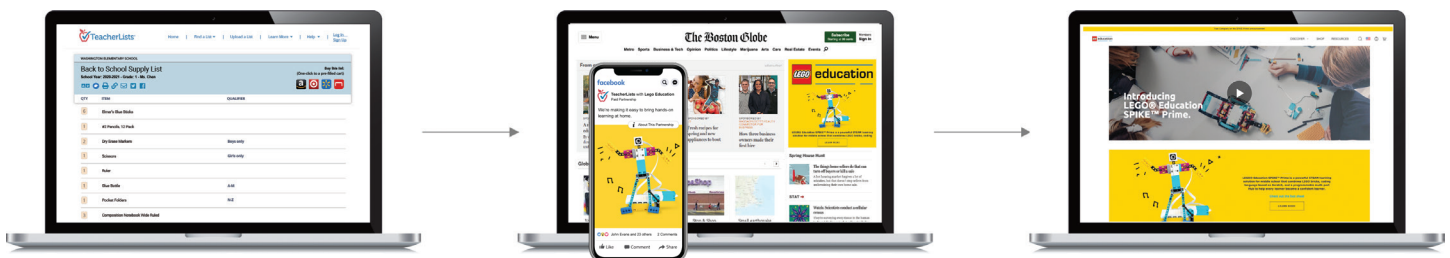


## Reach and influence high intent consumers

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.



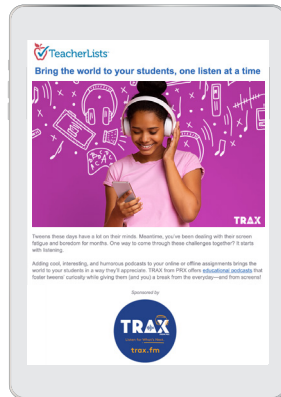




# Teachers are a powerful and influential consumer audience

## 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*

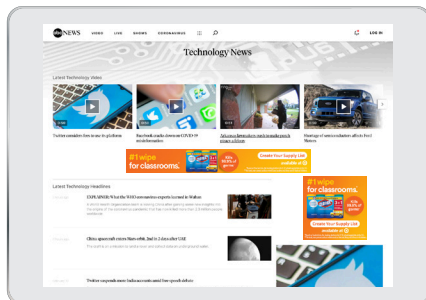
- Includes high-quality classroom lessons and activities
- Feature your own custom-branded activity page
- Cost: \$6000 per lesson



## 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

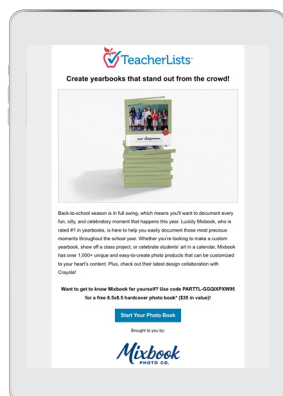




# Activate and influence high intent, known parents

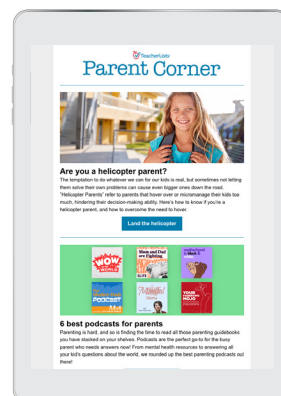
## Custom targeted emails

- 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

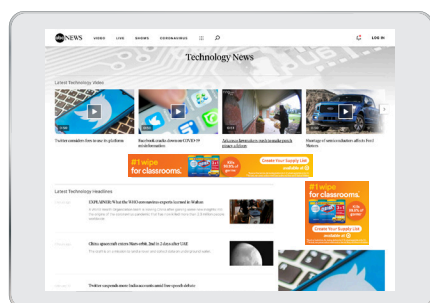
- Reach 400K parents with your ad message in our monthly e-newsletter
- **Ad size:** Custom opportunities available
- **Cost:** \$4000 per insertion



## 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





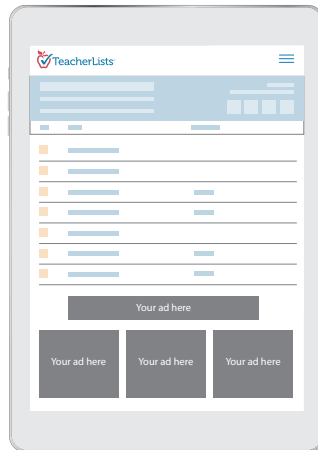
## Data-driven digital that gets parents buying

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*

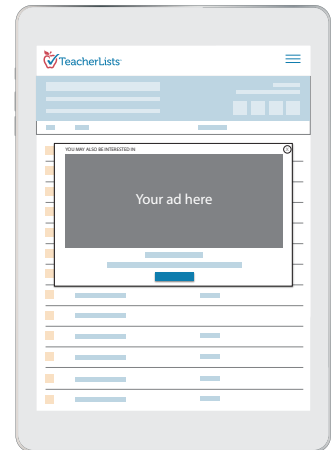
- Ad placement on every school supply list viewed on TeacherLists.com
- Guaranteed impressions linked to your destination of choice
- Runs July 1 - September 30, 2023
- Packages are CPM based



### Exclusive brand pop-up

*Timely message in front of shopping parents*

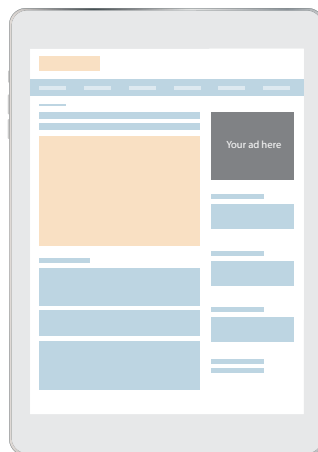
- Modal banner displays 8 seconds after each classroom supply list view
- 5MM guaranteed impressions linked to your destination of choice
- Single sponsor opportunity
- Runs July 1 - September 30, 2023
- Cost: \$100,000



### 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





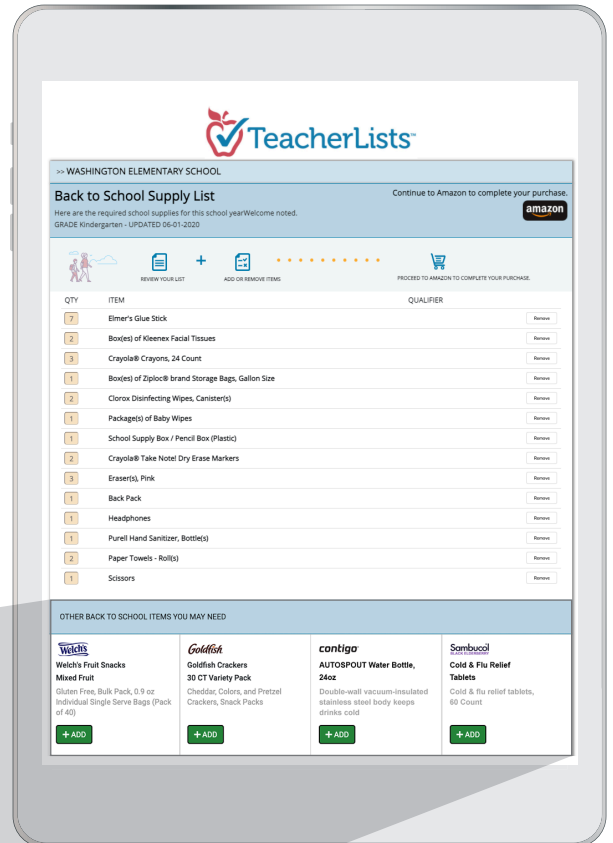
# Get your brand immersed in the back-to-school shopping experience with one-click add to cart



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.

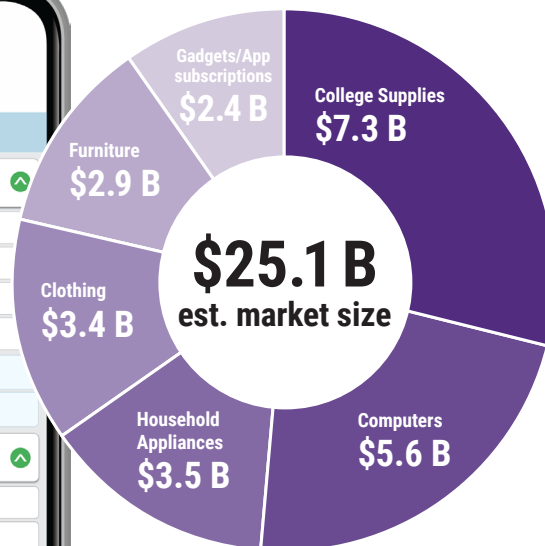
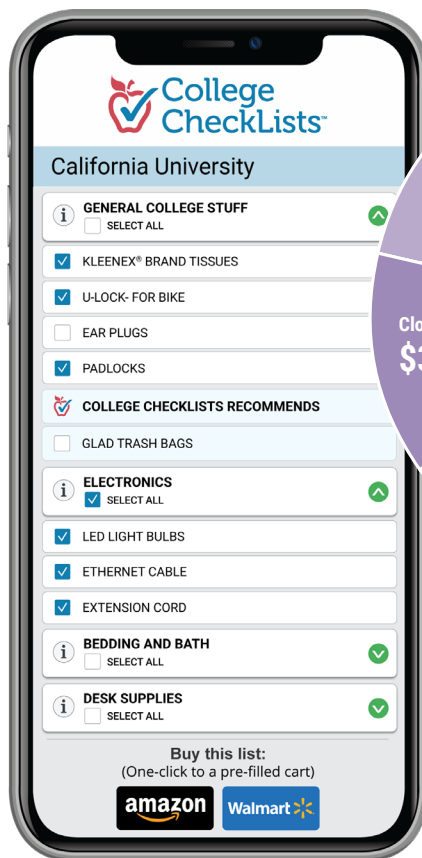
We help college-bound students find and shop for everything they need for college. From acceptance letter to move-in day, College CheckLists™ is the go-to community students can count on for the countdown to college. We are The Off To College destination helping students arrive prepared at their college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

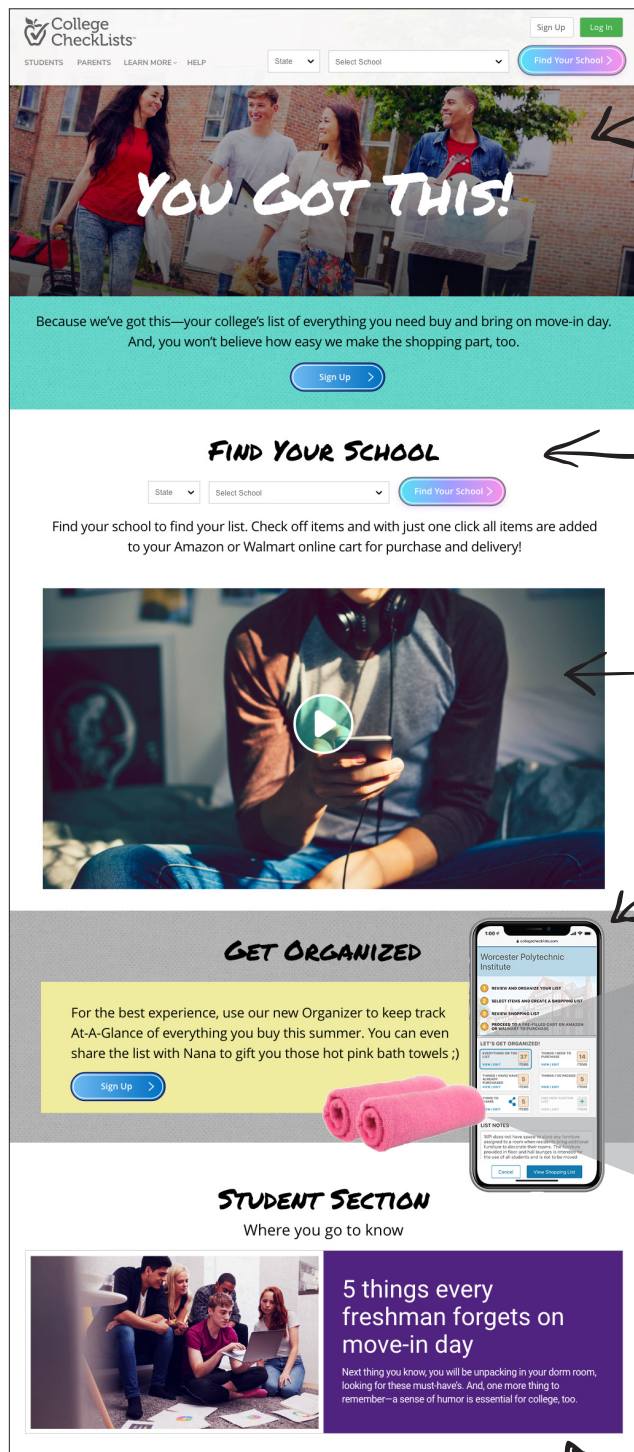
 School Family Media®

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 description: '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 smartphone displaying the 'Organizer Tool' and a 'Sign Up' button. The 'STUDENT SECTION' is titled 'Where you go to know' and includes a video titled '5 things every freshman forgets on move-in day'.

## COLLEGE CHECKLISTS HOMEPAGE

## FIND YOUR SCHOOL

## COLLEGE CHECKLISTS WHY + HOW VIDEO

## ORGANIZER TOOL EXPLAINED

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

