

# PTO Today Digital Advertising

## 2026-2027 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*

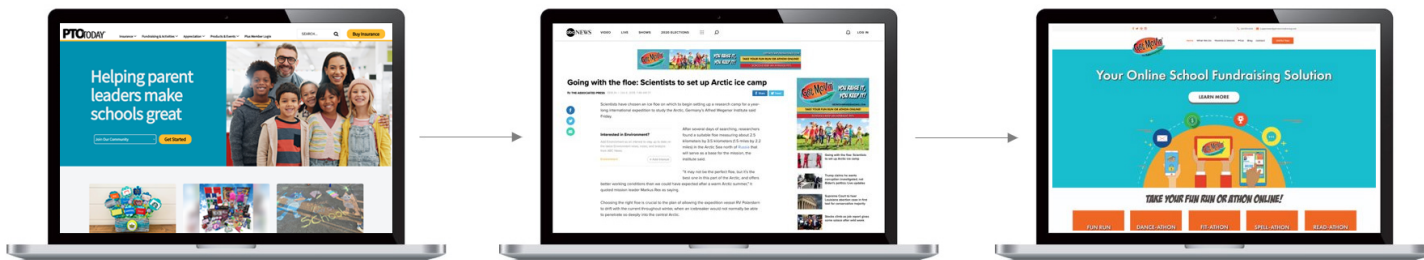
Our retargeting audience is created by the people who visit our sites: PTO and PTA leaders. With a retargeting campaign, your ad will be seen by these leaders as they browse the web and visit other sites. Your ads are delivered in a consistent and well-paced fashion so that your product, program, or 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

# 1.25%

*\*Note: Industry benchmarks consider a 1% CTR excellent.*



First Party Data Targeted Placements	CPM
Google Ad Network	\$15
Meta	\$15
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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## 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



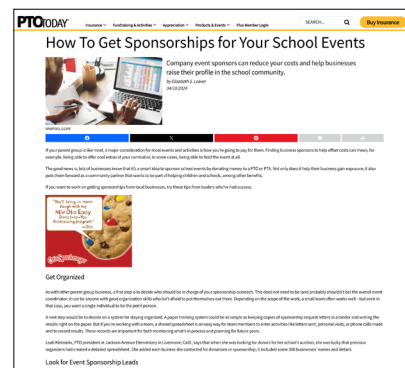
**300 x 250 banner**

Located on all article pages



**320 x 50 banner**

Optimized for mobile



*"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

### 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.)

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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.

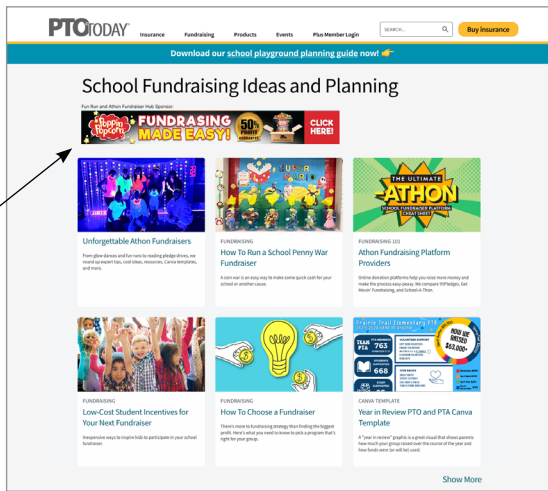
### Pricing

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

728 x 90 banner

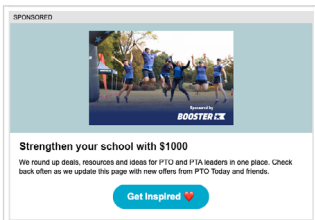


320 x 50 banner  
Optimized for mobile

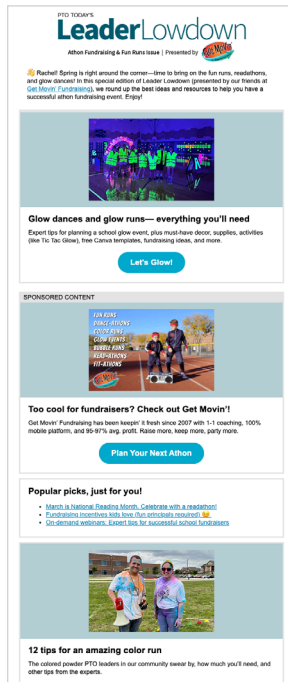


## “Leader Lowdown” Email Newsletter

Immediately stand out to nearly 74,000 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:**

- **1x:** \$1,500 / issue
- **2x:** \$1,350 / issue

**Sponsor Takeover:** \$5,000 / issue

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