

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.**

The screenshot displays the PTO Today website interface. At the top, there's a navigation bar with links for Insurance, Fundraising & Activities, Appreciation, Products & Events, and Plus Member Login. A search bar and buttons for 'AI beta' and 'Buy Insurance' are also present. The main heading is 'Deals, Steals, and Ideas for PTO and PTA Leaders'. Below this, several featured items are shown:

- ATHON FUNDRAISER:** 'The Best Fun Run Platform-Raise More Work Less' with a 'Learn More' button.
- 2026-27 School Year Planning Calendar:** 'Fun National Holidays and Special Days to Celebrate' with a 'Download Now' button.
- APPS AND SOFTWARE:** 'Reduce Your Chaos With PTA/PTO Software' with a 'Get Free Trial' button.
- ATHON FUNDRAISER:** 'Highest fundraising profit % for schools - 99Pledges' with a 'Learn More' button.
- MISCELLANEOUS:** 'Support student success with EduKit' with a 'Learn More' button.
- ATHON FUNDRAISER:** 'Earn up to 70% Profit' with a 'Learn More' button.

To view the current edition, visit www.ptotoday.com/deals.

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

PTOTODAY®

Yearlong marketing of the Digital Marketplace includes:

- PTO Today Magazine callout x2
- Regularly featured in e-newsletter to over 76,000 subscribers
- 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 or 800-644-3561, ext. 201.

