School Family Media®

2026 Media Kit

Connecting brands and vendors with the people who shape school communities

84,000
K-8 Schools Nationwide

43.7M
Families

1.9M
Classroom Supply Lists

332k
Social Followers






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Who We Are

School Family Media connects brands to families through the trusted systems that power school life. From PTO-led events to digital supply planning, we operate at the intersection of school, home, and everyday family decisions. We don't just provide reach; we provide the **infrastructure of influence** that helps brands show up where decisions are made and trust already exists.

Why School Communities, Why Now

School communities are one of the most powerful—and overlooked—drivers of family engagement. In a world saturated digital content, the most meaningful connections are happening in everyday school life.

Trust is the difference. Teachers, PTO leaders, and school staff are the ultimate "inner circle," shaping what families pay attention to, what they value, and ultimately, what they choose.

Why This Matters for Brands

- **The Hub of Decision-Making:** 43.7M families look to their school community for "Day One" readiness.
- **Context Drives Action:** Brands that show up at staff appreciation, PTO events and back-to-school moments connect when attention is already high.
- **Infrastructure of Influence:** From supply lists to classroom needs, we provide the systems that families rely on all year long.







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Who This Is For

We partner with organizations looking to connect with families in ways that are more trusted, contextual, and effective than traditional media.

For Brands, Retailers, and Agencies

We support: CPG (Food & Beverage, Household, Health & Wellness), Retail, EdTech, Family-Focused Services

Best For:

- Driving product trial in high-trust environments
- Influencing back-to-school purchasing decisions
- Building brand affinity though authentic community engagement

How School Family Media Delivers:

- **In-School Engagement:** Activate PTO-led programs that place your brand inside real school moments
- **TeacherLists (Digital Planning Infrastructure):** Secure digital category sponsorships, retail integrations, and first-party audience targeting.
- **EduKit & School Tool Box (Fulfillment):** Integrate samples or messaging into pre-packaged supply kits, reaching families at home as they unpack for Day 1.
- **Custom Experiential:** Host branded school family nights (STEM, Reading, Movie) activated by parent groups nationwide.

For Fundraising, Enrichment, and School Support Vendors

We support: Fundraising Companies, Assemblies, Spiritwear, Playground Equipment, A/V & Technology, School Services

Best For:

- Generating high-quality inbound leads from verified PTO/PTA decision-makers
- Building credibility within trusted school communities
- Increasing visibility during key school planning and purchasing cycles

How School Family Media Delivers:

- **PTO Today Magazine:** Build awareness and reach parent leaders through the only publication dedicated to running a parent group.
- **PTOtoday.com & Digital Media:** Drive discovery through high-traffic content, banner placements, and the *Deals, Steals & Ideas* hub.
- **PTO Today Expos:** Connect face-to-face with thousands of parent group decision-makers actively seeking vendors.
- **Learning Lounge Webinars:** Generate leads while building brand authority.

Whether the goal is awareness, trial, lead generation, or purchase influence, school communities offer a uniquely powerful path to families—grounded in trust, context, and real-world engagement.

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Our Ecosystem

One Ecosystem. Every Corner of the School Community.

School Family Media connects brands and vendors with the people who shape school life—PTO leaders, parents, teachers, staff, and students.

Our integrated ecosystem combines:

- High-trust community engagement
- Digital planning infrastructure
- Direct-to-family fulfillment

Unlike traditional media, **School Family Media connects the moments that shape family decisions**—from supply list planning and shopping to PTO engagement, classroom readiness, and product experience. **By reaching families across the full journey, brands can build awareness, trust, and action through a single integrated ecosystem.**

COMMUNITY & CULTURE

Building trust and engaging influential school parents

PTO Today

EXPERIENCE

School engagement—including in-kit discovery, fundraising activation, and sampling

PTO Today · TeacherLists · EduKit · School Tool Box



PLANNING

Digitizing intent and supply trip preparation

TeacherLists

PURCHASE

Converting list to carts and fulfillment

TeacherLists · EduKit · School Tool Box

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PTO TODAY®

The Hub for School Influence

PTO Today is the go-to resource for parent group leaders at **84,000+ schools** nationwide. We activate these influential school community leaders as they plan events, manage fundraisers, appreciate staff, and introduce new ideas into school communities.

84,000+ Schools
served nationwide.

118,400+ Social Followers
(107k on Facebook alone).

62.4k Private Leader Group members—
the most active moderated community for school decision-makers in the U.S. alone).

Key Channels:

- **PTO Today Magazine & Digital:** The central source for ideas, resources, and vendor discovery.
- **PTO Today Expos:** In-person events bringing PTO decision-makers and vendors together.
- **Lead Generation (Learning Lounge/Deals Hub):** Always-on digital tools that surface new partners.

Best For:

- Vendors (Fundraising, Assemblies, Spiritwear, Services) seeking **lead generation and vendor discovery.**
- Brands that want PTOs to **champion their programs** at the local school level.

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TeacherLists™

The School Supply List Engine

TeacherLists powers more than **1.9 million classroom supply lists** across **68,000+ schools nationwide**—connecting planning directly to purchase. As the digital infrastructure behind school supply shopping, TeacherLists helps families find, share, and shop exact classroom supply lists while helping brands and retailers connect with consumers at the moment purchase intent is highest.

Families and teachers rely on TeacherLists to simplify back-to-school shopping, making it one of the most influential moments in the school-year purchasing journey.

Powering School Supply Shopping Across Leading Retailers

Target · Walmart · Staples

TeacherLists provides the school supply list data and shopping experience that powers back-to-school initiatives across many of the nation's largest retail destinations.

Families can find and shop their exact supply lists across major retail platforms and directly through TeacherLists.com.

68,000+ schools nationwide





43.7 million
families served in 2025

Partnerships with
11 major
national retailers across
47,600 locations





1.9 million classroom supply lists shared

 © School Family Media, LLC

TeacherLists™

The Power of the School Supply List

With 29 distinct product categories represented among the most requested classroom supplies, TeacherLists offers brands a powerful opportunity to influence purchasing decisions before families enter a store or fill an online cart.

If your brand is on the list, you're not just being considered—you're already chosen.



+85% of parents
purchase a specific brand when it appears on their child's required school supply list.

Key Opportunities:

- **Category Sponsorships:** Own your category at the exact moment families are planning and shopping for school supplies.
- **First-Party Audience Targeting:** Reach highly engaged parents and educators based on grade level, school location, list activity, and other high-intent signals.
- **Retail & Merchandising Integrations:** Influence the back-to-school supply trip across major retail shopping experiences when purchase intent is at its peak.

Best For:

- Consumer brands seeking to influence purchasing decisions before shopping begins
- Retailers looking to connect school supply planning directly to purchase
- Brands that want to become part of the required classroom supply list—not compete for attention after the fact

The school supply list is where back-to-school purchasing decisions begin. TeacherLists helps brands, retailers, and schools connect at the moment those decisions are made.

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EduKit™ School Tool Box

Pre-Packaged Supply Kits

EduKit and School Tool Box turn teacher requests and parent intent into day-one readiness. By transforming supply lists into convenient, ready-to-order kits, we remove the friction from back-to-school shopping and ensure students have exactly what they need, without the time and guesswork of shopping across multiple stores.

Families order in minutes and receive kits at home or at school, placing these programs at a critical moment in the back-to-school journey: when decisions are finalized and preparation begins.



125,000+
targeted direct-to-home sampling opportunities.



Seamless Integration with the **1.9 million lists** powered by TeacherLists.



Key Opportunities:

- **In-Kit Brand Moments:** Integrate your brand into the unboxing experience through relevant product inclusions or educational materials—reaching families during a moment of high attention and anticipation.
- **Guaranteed Brand Integrity:** When teachers request specific brands, those are the products students receive—placing your brand directly into students' hands on day one.
- **High-Intent Fulfillment:** Kits represent a committed purchase decision, allowing your brand to be part of a solution families have already chosen—not something they are still evaluating.



Best For:

- CPG and supply brands looking to be included in the actual products students use every day
- Brands seeking high-attention engagement during back-to-school preparation
- Brands that want to show up in a way that feels helpful, relevant, and trusted

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Integrated Media & Targeting: Connecting Moments To Action

School Family Media connects your brand to the full school-year journey. By integrating in-school engagement, planning infrastructure, and fulfillment, we help brands move from awareness and community trust to intent and purchase.

Our approach ensures your brand shows up across the moments that matter—reinforcing visibility, relevance, and action over time.



Key Capabilities:

- **Omnichannel Campaigns:** Combine in-school engagement with digital amplification and supply list integration to create consistent visibility across the school journey.
- **Precise Audience Targeting:** Reach high-intent parents and educators based on grade, location, or proximity to key retail partners.
- **Contextual Alignment:** Place your brand within the specific "rituals" of school life— from staff appreciation and PTO events to back-to-school preparation and beyond.

Best For:

- **National brands** looking for a coordinated, multi-touchpoint approach to back-to-school and beyond
- **Partners** who want to connect awareness, engagement, and purchase into a single strategy
- **Brands** seeking measurable impact across both real-world and digital environments

When you leverage the full School Family Media ecosystem, your brand stays relevant from first impression through final purchase.

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Find the Right Solution for Your Goals

Whether your goal is brand awareness, product trial, lead generation, or retail conversion, School Family Media offers solutions across every stage of the school-year journey.

For Brands, Retailers, EdTech & Agencies

Reach families, teachers, and school communities through:

✓ **Sampling Programs**
PTO-led event sampling and supply-kit sampling

✓ **TeacherLists Sponsorships**
Category ownership, retail integrations, and first-party audience targeting

✓ **EduKit & School Tool Box**
In-kit placements, branded inserts, and direct-to-home engagement

✓ **Integrated Campaigns**
Multi-channel programs that connect awareness, engagement, and purchase

Contact:
Jamie Engel
jengel@schoolfamilymedia.com
917-847-0090

For Fundraising, Enrichment & School Support Vendors

Connect with PTO and PTA decision-makers through:

✓ **PTO Today Magazine**
✓ **PTO Today Expos**
✓ **Digital Advertising**
✓ **Learning Lounge Webinars**
✓ **Deals, Steals & Ideas Marketplace**
✓ **Lead Generation Programs**

Contact:
John Williams
jwilliams@ptotoday.com
800-644-3561, ext. 201

Looking for school community insights?

Download our 2025-26 School Community Trends & Benchmarks Brief

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 2027-2028 school year.

Spring Schedule

Feb. 23, 2027
Houston/Conroe, Texas
9am-1pm local time

March 3, 2027
Chicago/Tinley Park, Illinois
9am-1pm local time

March 17, 2027
Columbus, Ohio
9am-1pm local time

March 24, 2027
New England/Marlborough, Massachusetts
9am-1pm local time

March 31, 2027
Dallas/Mesquite, Texas
9am-1pm local time

April 7, 2027
Novi, Michigan
9am-1pm local time

April 13, 2027
Edison, New Jersey
9am-1pm local time

Reserve Your Booth Space Now at 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 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



Questions?

For information about sponsorships available, contact John Williams at jwilliams@ptotoday.com or 800-644-3561, ext. 201.

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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 $22,750 (includes all 7 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 2027 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 $9,625 (includes all 7 events)

**All deliverables dependent on sponsor delivering related assets within set deadlines*

Visit 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?

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Offsite Expo Sponsorship

Volunteer MVP Award

Cost (7 events): $8,500 (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)

Teacher Appreciation Award

Cost (7 events): $8,500



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)

Parent Group Appreciation Award

Cost (7 events): $8,500 (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)

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 or 800-644-3561, ext. 201.

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School Family Media®

Where Brand Reach Becomes Authentic Engagement

Reach families inside the trusted school moments where attention is high, participation is organic, and product discovery happens naturally.

School Family Media—through PTO Today, TeacherLists, EduKit, and School Tool Box—delivers turnkey sampling programs that integrate seamlessly into school life. From PTO-led events to in-home supply kit distribution, brands can connect with families in contextual, high-trust environments that drive trial, conversation, and purchase intent.

Two Ways to Reach Parents at Back-to-School and Beyond



PTO-Led Event Sampling

Distribute up to 2 Million samples

PTO and PTA leaders hand-deliver product samples at school events and family engagement moments throughout the year.

Popular Moments Include: Back-to-School • Teacher Appreciation • Halloween • Valentine's • PTO Events • Wellness Programs

→ **Ideal For:** Driving awareness, trial, and authentic brand buzz through grassroots, in-person engagement.



School Supply Kit Sampling

Place up to 125,000 samples in kits

Place product samples directly inside back-to-school supply kits shipped to families' homes.

Why It Works: Capture attention during the high-impact "unboxing" moment—when families are actively preparing and shopping for the school year.

→ **Ideal For:** Building early brand familiarity and moving products from consideration to must-buy.

Sampling Programs That Drive Results

79% purchase intent among young Hispanic families following our targeted sampling program.

84% purchase intent among families following our product trial and brand affinity sampling program.

65% purchase intent among school staff following our seasonal wellness sampling program.

See More Sampling Success Stories

Pricing

Programs start at $0.15 per sample for items under 1.5 oz.

Final pricing varies based on sample specifications, targeting, and distribution requirements.

Built for Precision

- Geographic + retail proximity targeting
- Grade / age-level targeting
- 8-week lead times
- Research + parent feedback included
- National scale with options to geotarget

Ready to Build a Custom Sampling Program?

Let's put your brand at the heart of the school community.

Contact: Jamie Engel, VP, Partnerships
jengel@schoolfamilymedia.com

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PTOTODAY®

School Family Nights®: Custom Programs Powered by PTO and PTA Leaders

Bring your brand to life through **authentic, school-based experiences that create meaningful connections** with families, educators, and school communities.

School Family Nights® are custom experiential programs that bring families together through **engaging, educational, and community-focused events** hosted within trusted school environments. From STEM and literacy to wellness, technology, and family engagement, these programs deliver positive experiences that schools and families genuinely value.

Working through our **nationwide network of PTO and PTA leaders,** School Family Media helps brands become part of the school community experience—not just a sponsor. Programs can incorporate educational content, product demonstrations, sampling, hands-on activities, and brand messaging in ways that feel relevant, helpful, and welcome.

Just a few of the brands we've worked with:

Proven Concepts + Massive Scale

Our programs engage **more than 1 million families each year** for fun and learning, both in-person and online. Examples include:

- Family Science Night™
- Family Reading Night™
- Family Movie Night®
- Family Tech Talk Night™





Whether your goal is **awareness, product trial, education, or pro social initiatives,** School Family Media leverages **more than 25 years of school marketing expertise** to activate our nationwide network of PTO and PTA leaders. We develop and execute turnkey **programs tailored to your brand objectives** while ensuring an experience that delivers value to schools and families alike.

From product demonstrations and sampling opportunities at high-traffic school events to fully customized family engagement programs, School Family Nights® help brands **build authentic relationships with families in the places they trust most.**

Visit the School Family Media website for more marketing opportunities!

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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

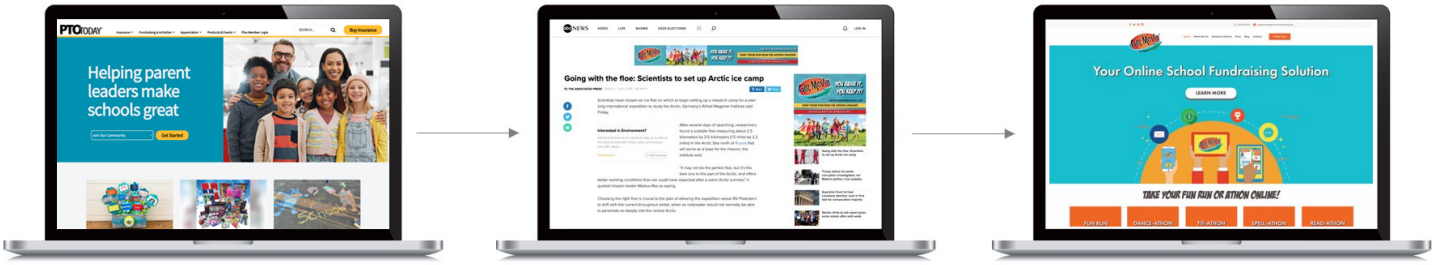
Our retargeting audience is created by the people who visit our sites: PTO and PTA leaders. With a retargeting campaign, your ad will be seen by these leaders as they browse the web and visit other sites. Your ads are delivered in a consistent and well-paced fashion so that your product, program, or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

Let's Connect!

SchoolFamilyMedia.com
800-644-3561 x201

 © School Family Media, LLC

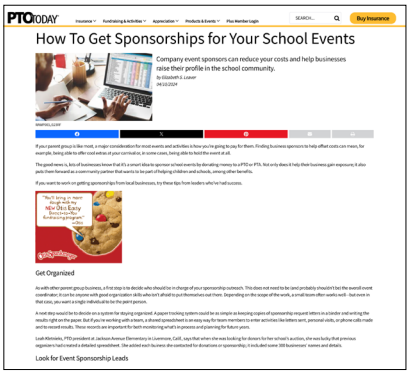
PTO Today Digital Advertising

2026-2027 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

"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

Let's Connect!

SchoolFamilyMedia.com
800-644-3561 x201

PTO Today Digital Advertising

2026-2027 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 for a quote and details.



728 x 90 banner



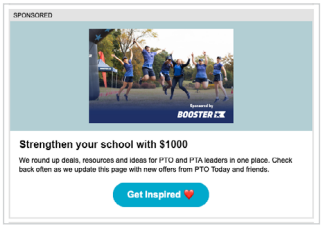


320 x 50 banner

Optimized for mobile

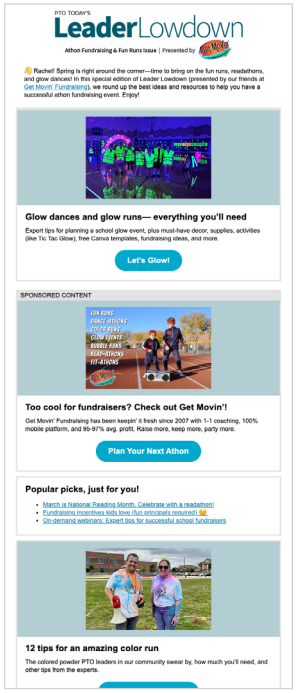
"Leader Lowdown" Email Newsletter

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

Let's Connect!

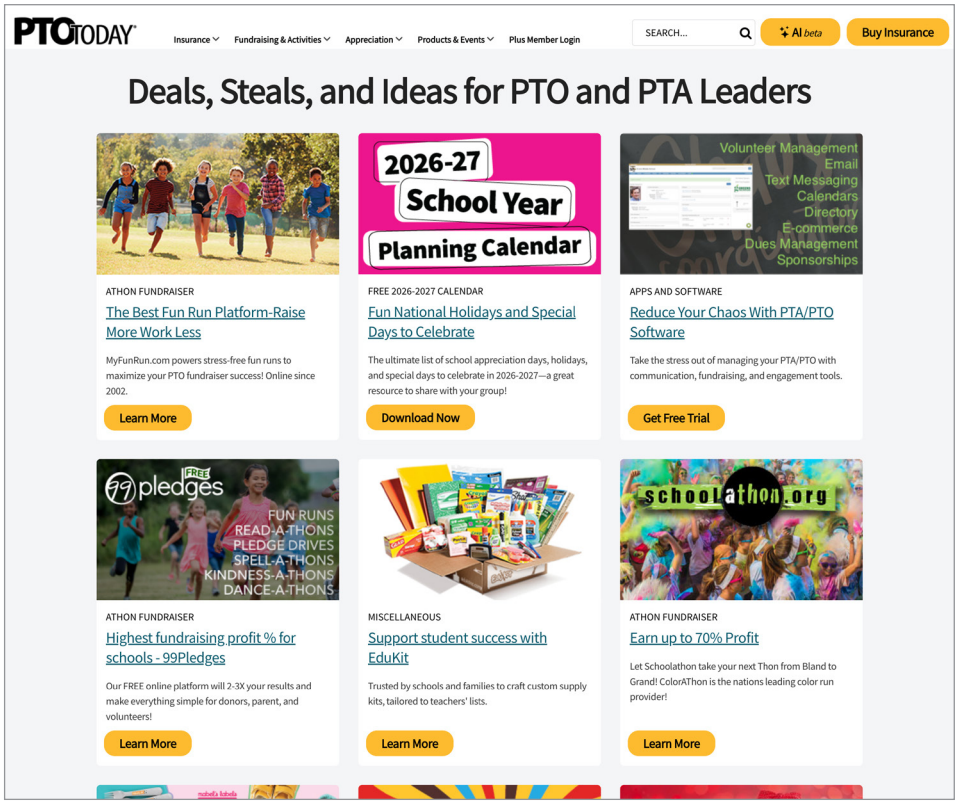
SchoolFamilyMedia.com

800-644-3561 x201

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.**



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

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.

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.

PTO Today Learning Lounge

PTO TODAY'S 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 2027. Sponsoring this partner-level program not only aligns your business with PTO Today, but also provides a guaranteed stream of PTO and PTA leads.

Teacher Appreciation: How to Use a Theme to Plan a Meaningful Week

February 24, 2027
11:00 a.m. and 2:00 p.m. ET
Sponsor asset deadline:
February 3, 2027

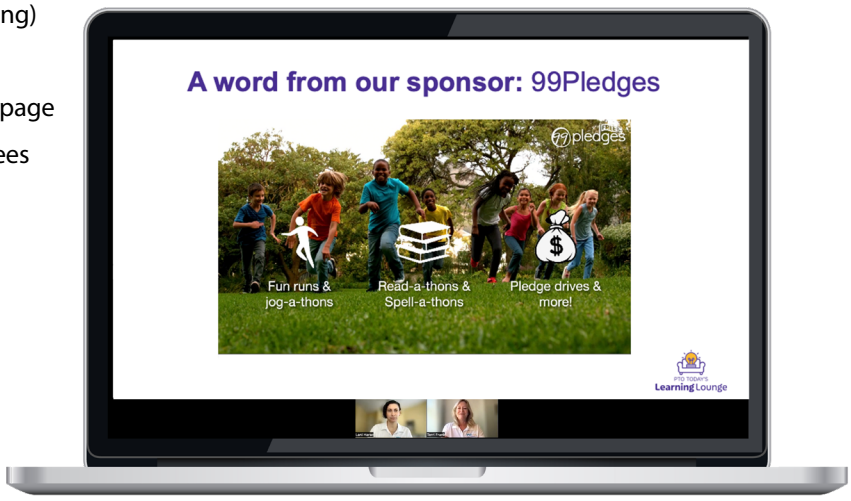
Set Up for Success: Creating PTO/A Systems That Last Beyond This Year

March 31, 2027
11:00 a.m. and 2:00 p.m. ET
Sponsor asset deadline:
March 10, 2027

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?

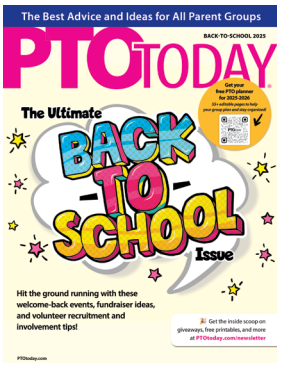
For information about sponsorships available, contact John Williams at jwilliams@ptotoday.com or 800-644-3561, ext. 201.

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PTO Today Magazine

2026-2027 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.



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

Calendar

	Space Reservation Deadline	Ad Materials Deadline	Issue in Schools
Back to School 2026	6/10/26	6/17/26	8/10/26
Fall 2026	7/14/26	7/21/26	9/9/26
Winter 2027	11/04/26	11/11/26	1/4/27
Spring 2027	1/13/27	1/20/27	3/15/27

General Advertising Rates

Rate Card effective May 1, 2026. 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
2-Page Spread*	$20,998	$19,598	$16,098
½-Page Spread*	$13,498	$12,298	$9,798
Full-Page*	$12,898	$11,698	$9,398
1/2 Page	$8,898	$8,298	$6,198
Back Cover/Cover IV	$17,598	$15,898	$11,798
Inside Front/Cover II	$16,898	$15,198	$11,098
Inside Back/Cover III	$14,998	$14,298	$10,698
Single Block	$1,798	$1,598	$1,298
Double Block	$3,398	$2,998	$2,398

** Add 10% for premium position*

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.

Let's Connect!
SchoolFamilyMedia.com
800-644-3561 x201

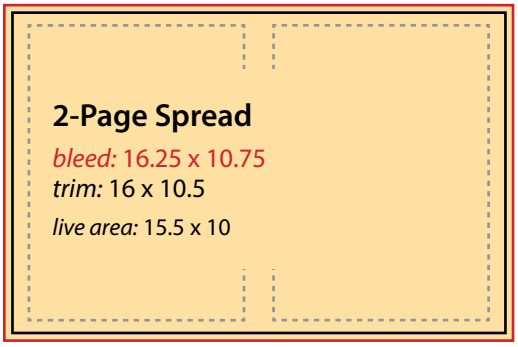
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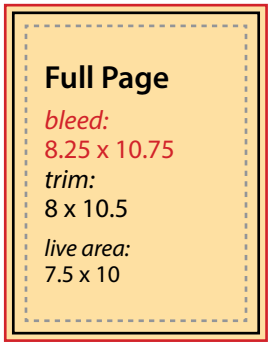
PTO Today Magazine

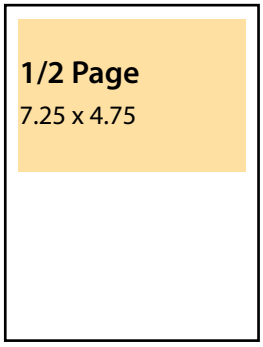
2026-2027 Calendar & Rate Card

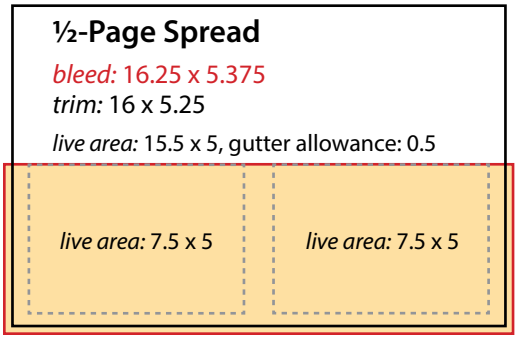
General Advertising Sizes

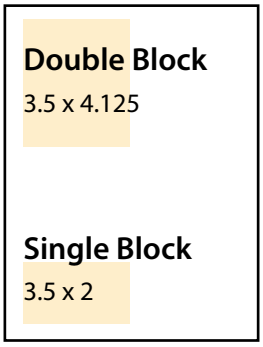
All rates include 4-color printing. No competitive separation offered. All rates are net of agency discount.











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.

Let's Connect!
SchoolFamilyMedia.com
800-644-3561 x201

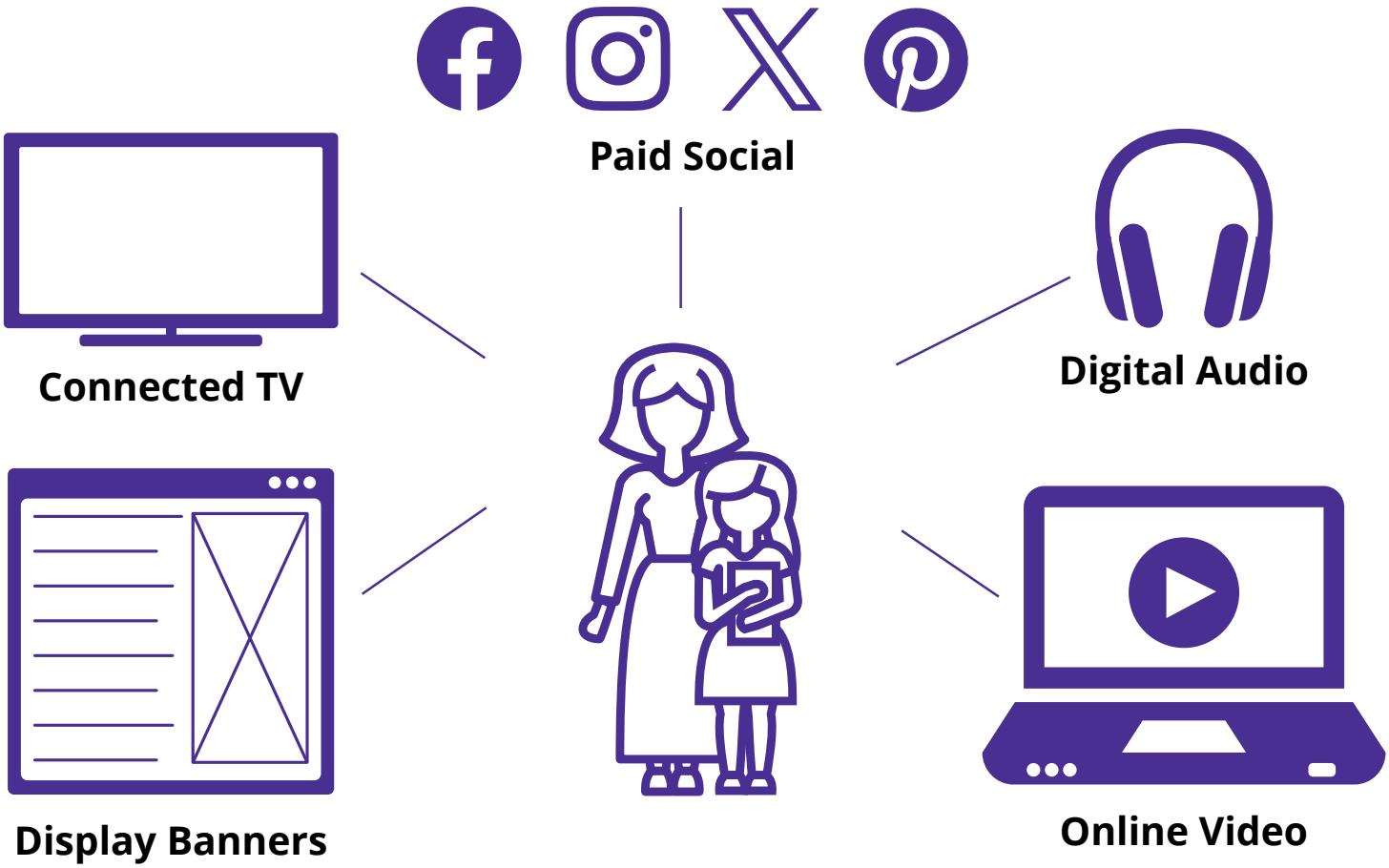
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School Family Media®

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.

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!

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TeacherLists™

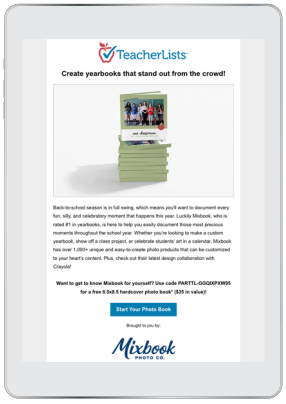
Activate and influence high intent, known parents

Connect with engaged K–8 parents during key family planning, purchasing, and school engagement moments throughout the year.

Custom targeted emails

Reach engaged parents through targeted email campaigns delivered during key back-to-school shopping and planning periods.

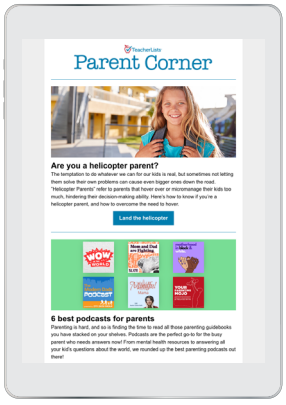
- Reach 400k parents with your brand and message
- Segmentation available based on grade level of child in home
- **Ad size:** Custom opportunities available
- **Cost:** based on list send size and segmentation CPMs start at $25



Parent Corner Newsletter

Place your message alongside helpful back-to-school content delivered to parents throughout the school year.

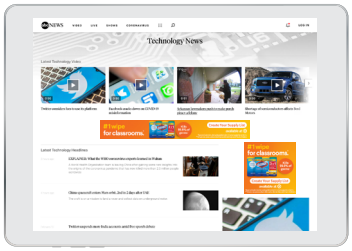
- Reach 400K parents with your ad message in our monthly e-newsletter
- **Ad size:** Custom opportunities available
- **Cost:** $4000 per insertion



First Party Data Targeted Placement

Reach parents who have recently engaged with school supply lists and back-to-school planning content, extending your message beyond the initial interaction.

- Reach parents who have viewed a school supply list within the past 30 days
- Geographic targeting available



- Placements across Google Display Network, Facebook, and YouTube
- Ideal for reinforcing awareness during peak back-to-school shopping periods
- Pricing based on audience size, targeting, and distribution. CMP start at $12

Back2School Sampling

Through our Back2School sampling 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:** PTO Leader Survey

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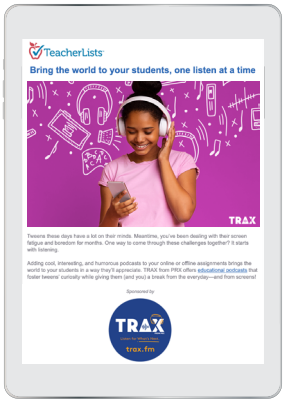
TeacherLists™

Teachers are a powerful and influential consumer audience

Reach influential educators who shape classroom purchasing decisions, recommend products, and influence family buying behavior.

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



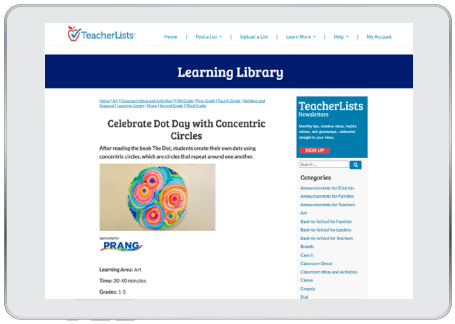
TeacherTalk Newsletter

- 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

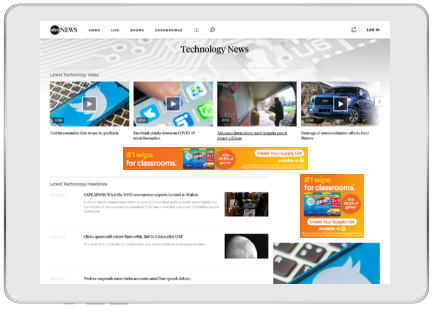
- Includes high-quality classroom lessons and activities
- Feature your own custom-branded activity page
- Cost: $6000 per lesson



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 $12



Teacher Appreciation Sampling

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



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