

Class Moms Advertiser Media Kit

A starter overview for potential partners and sponsors. Final numbers should be added after traffic and email list growth are real.

Audience

- Class moms, class dads, room parents, PTO/PTA parents, homeschool parents, college parents, and school volunteers.
- Visitors are often looking for practical solutions tied to parties, gifts, supplies, fundraisers, and seasonal school needs.

Best-fit advertisers

- Class party supplies
- Teacher gifts
- School supplies
- Printable tools
- Fundraiser platforms
- Local family brands
- Parent productivity tools

Ad principles

- All sponsored placements should be labeled.
- Recommendations should be useful for the school-parent task.
- Avoid implying endorsement by a school, teacher, district, or parent group unless authorized.

Starter placement ideas

Placement	Use case	Notes
Class party page	Party supplies and decor	Label sponsored content
Teacher gifts page	Gift products or services	Group by budget
Printables page	Printable bundle sponsors	Avoid clutter
Fundraisers page	Sponsor tools or donation services	Keep practical