

SPONSORSHIPS & ADVERTISING

INDIANA ASSOCIATION OF HOME EDUCATORS



Connecting *you with*
Indiana Homeschoolers

SINCE 1983

ENCOURAGE
PROTECT
SERVE

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Questions?

Amy Sager
advertising@iahe.net

Serving Indiana homeschoolers with you since 1983.

The IAHE is proud to connect curriculum suppliers & educational organizations with Indiana homeschool families.

We recognize that homeschool freedom is built upon the foundation of quality resources, professional organizations, and dedicated individuals.

We strive to build valuable, lasting partnerships that benefit our community and our advertisers.

We look forward to the opportunity to serve you in the year ahead!

Tara Bentley
Executive Director



THE INDIANA ASSOCIATION OF HOME EDUCATORS {IAHE}
IS A NOT-FOR-PROFIT ORGANIZATION, FOUNDED IN 1983,
WHICH SUPPORTS AND ENCOURAGES FAMILIES
INTERESTED IN HOME EDUCATION.

iahe.net



Est. 1996 **The Informer...**

Homeschool Indiana since 2018.

Homeschool Indiana is a full color, print magazine. Our **print magazine** is mailed to paying members and distributed free of charge public libraries throughout the state. The **digital magazine** is also available on our website for free giving you increased exposure and a longer shelf life for your advertising.

We accept advertising that is directly related to our mission:

- Home education: parent-directed, home-based & privately-funded discipleship
- Non-profit ministries
- Family services
- Higher education

Businesses directly related to this mission may purchase full-sized advertising.

Businesses that are not related to this mission, may be accepted at the sole discretion of the Board of Directors.

Classified ads are also available for any other service, for-profit class, or event that does not meet the criteria above.

The publisher reserves the right to interpret these or any other guidelines, which may be put in place, and to refuse any ad that does not meet our guidelines or mission.

**Save 10% with
an annual
contract**

*"Keep evolving,
keep thinking,
keep pushing
yourself.
Stay on top of it."*

GENERAL INFORMATION

- To maintain our compliance with USPS postal regulations for not-for-profit organizations, we regret that we cannot accept ads concerning insurance, travel, or financial offers.
- All advertising must be submitted and paid by the deadline or the ad will not run.
- All advertisements must be proofread prior to submission. The IAHE is not responsible for typographical or grammatical errors. The IAHE does not provide a proof for ads. It is understood that the files are set up as the advertiser intends and are approved prior to submission to the IAHE.
- The IAHE is not responsible for enhancing advertisers' digital files or resizing to match ad space purchased. If files do not match size and specs, files will be rejected and must be resubmitted.

SUBMISSION PROCESS

Our Advertising Consultants are available to help answer any questions you have and to help you process your advertising request. Email us for assistance: advertising@iahe.net

ANNUAL DEADLINES

RELEASE DATES ARE APPROXIMATE

Magazines can take up to two weeks to arrive across the state.

ISSUE	DEADLINE	RELEASE
Fall	6/15	7/30
Winter	11/15	12/30
Spring	3/15	4/30

Need help?

Want your ad to grab the reader's attention?

GRAPHIC DESIGN SERVICES

Our graphic designer Amanda Runge is available to create your ad for an additional fee.

design@iahe.net



Mechanical Specifications & Pricing

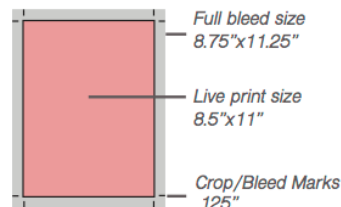
- Ad placement is determined by the Managing Editor.
- All ads must be submitted in full CMYK color (set mode to CMYK)
- Resolution MUST be set at 300 dpi
- Acceptable file types are: PDF, JPG, and TIF (without layers).

The following
MUST be adhered
to for any ads
submitted for
publishing.

Premium Advertising (Check for Availability)

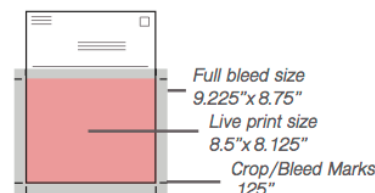
INSIDE COVER - \$650

- Full bleed size: 8.75" wide x 11.25" tall
- Inside live print area: 8.5" wide x 11" tall



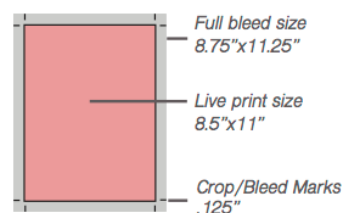
OUTSIDE BACK COVER - \$575

- Full bleed size: 9.225" wide x 8.75" tall
- Inside live print area: 8.5" wide x 8.125" tall



FULL PAGE - \$525

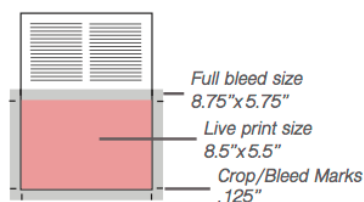
- Full bleed size: 8.75" wide x 11.25" tall
- Inside live print area: 8.5" wide x 11" tall



Regular Advertising

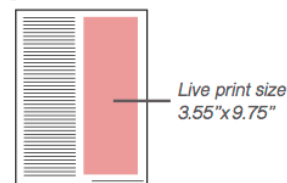
HALF PAGE HORIZONTAL - \$375

- Full bleed size:
8.75" wide x 5.75" tall
- Inside live print area:
8.5" wide x 5.5" tall
- Text margins:
7.375" wide x 4.875" tall



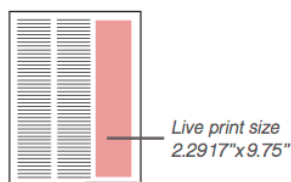
HALF PAGE VERTICAL - \$375

- Inside live print area:
3.55" wide x 9.75" tall



THIRD PAGE - \$295

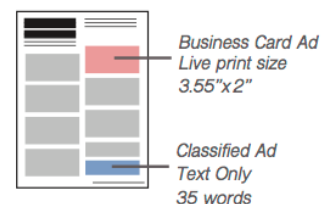
- Inside live print area:
2.2917" wide x 9.75" tall



BUSINESS CARD AD - \$85

Displayed on our advertising page

- Inside live print area:
3.55" wide x 2" tall



CLASSIFIED AD - \$25

Displayed on our advertising page

- Text Only 35 Words



Get noticed all year long!

DIGITAL ADVERTISING



Website

Stay in front of our audience all year long. We offer rotating sidebar ads on our website linked directly to your website.

\$100 per month

Specifications

- 250 x 250 px
- File Format: .png or .jpg
- File Resolution: 72 dpi.
- All ads must be under 500k
- Target URL

Email

The **IAHE Update** is emailed to over 6,800 families. This email newsletter is a mixture of important homeschool new, local events, IAHE blog posts, and more! It's another great way to reach Indiana families all year.

Banner Ads

\$125 per week

Specifications

- 728 x 90 px
- File Format: .png or .jpg
- File Resolution: 72 dpi.
- All ads must be under 500k
- Target URL

Dedicated Eblast

\$350

Specifications

- Contact us for details



Homeschool Indiana *Start Strong*

AN ONLINE COURSE FOR NEW
HOMESCHOOL PARENTS



New homeschool families
have questions.
We have the answers.

Connect with families at the start of their homeschool journey!

Today's homeschool families are tech savvy and they are looking for the very best resources to help them provide a quality education for their children.

Our online course will answer the most frequently asked questions new parents ask and direct them to the very best homeschool products in our digital **Resource Library**.

Resource Library listings run annually through June of each year.

Course Vendors

A classified ad in the course's **Resource Library** including:

- 1200x900 pixel image (artwork provided by you)
- 150 max word count ad content
- link to your website

\$125 annually

Course Partners

Partners will receive a classified ad in the course's **Resource Library** AND:

- premium placement inside the Resource Library
- embedded video from you to course participants
- company logo on the course sales page
- company logo in emails to course participants

\$200 annually

MAGNIFY YOUR REACH

Event Sponsorships

Conference sponsorships are available on a limited basis. Contact us for details on creating a customized sponsorship for our next event.



The **IAHE Parenting and Homeschool Convention** is the perfect place to connect directly with Indiana families.

*S*ponsor Perks

Our goal is to create sponsorship packages to meet your needs of each individual partner. Every advertiser has a preference on how they connect with families. The following packages are proposals only. Contact us to discuss how we can put together the best sponsorship package for your company.

Included with every Conference Sponsorship (Deadlines apply)

- ✓ Company logo in four emails prior to the conference
- ✓ Company logo in **Homeschool Indiana** Winter issue
- ✓ Company logo in event program book

Conference Sponsorship Proposals

\$8,500 Sponsorship Proposal (with College & Career Fair)

One available

- (1) Premium Booth in Exhibit Hall (Conference)
- (1) Premium Booth (College & Career Fair)
- (2) Conference Workshops
- Promotional video (or personal address) during conference keynote (max. 4 minutes)
- (3) Dedicated Eblasts
- (3) Social Media Posts (in combination with eblasts)
- (3) **Homeschool Indiana** Print Ads - Full Page, Winter, Spring, Fall
- (1) Live Webinar
- (1) Insert in Attendee Bags
- (1) Full Page Ad in Event Program Book

\$5,000 Sponsorship Proposal

Two available

- (1) Premium Booth in Exhibit Hall (Conference)
- Promotional video (or personal address) during conference keynote (max. 2 minutes)
- (3) Dedicated Eblasts
- (3) Social Media Posts (in combination with eblasts)
- (3) **Homeschool Indiana** Print Ads - Full Page, Winter, Spring, Fall
- (1) Insert in Attendee Bags
- (1) Full Page Ad in Event Program Book

\$3,500 Sponsorship Proposal

- (1) Premium Booth in Exhibit Hall (Conference)
- (1) Conference Workshop
- (2) Dedicated Eblasts
- (2) Social Media Posts (in combination with eblasts)
- (1) Insert in Attendee Bags
- (1) Half-page Ad in Event Program Book

Conference Sponsorship Proposals

Homeschool 101 Sponsor - \$1,500

One available

- **One regular exhibit hall booth**
- **3 - 4 minute message to Homeschool 101 Attendees**
- Two social media shout-outs
- Two banner ads in IAHE emails prior to the convention (three total)
- Acknowledgment of **Homeschool 101 Sponsorship** with company logo in ***Homeschool Indiana*** magazine, website and convention banners
- IAHE-approved literature distributed at our ***pre-convention event*** for new homeschool families

Don't see a sponsorship package that fits?

Let us create a customized sponsorship package that works for you. Contact us to schedule a call for more details.

Also available:

Registration Bag Sponsor

Lanyard Sponsor



Conference Advertising

Program Book Advertising

- *Black & White*
- Resolution: 300 dpi
- Acceptable file types are: PDF, JPG, and TIF (w/o layers)

Full Page	8.5" x 11"	\$700
Half Page	8.5" x 5.5"	\$500
Quarter Page	4" x 5"	\$350
Classified Ad	Text only- 25 words	\$75

Attendee Bag Advertising

- Your brochure, catalog, or gift will be distributed in attendee bags to the first 1,000 families through the doors at our event.
- \$125

Main Stage Advertising - Slideshow

Be seen... on the big screen!

- **PowerPoint presentation runs on a continuous loop in the main auditorium before each General Session & workshop.**
- \$100 per slide

➔ Capitol Day



Are you seeking a freedom minded audience?

- Your brand name & signage at the January event.
- Acknowledgement of sponsorship on the IAHE website and IAHE email banners.

➔ Leaders' Forum



Connect with Support Group and Co-op Leaders in Indiana.

- Your brand name & signage at the event.
- Email banner ads in all promotional communications.



STAND OUT FROM THE CROWD

Why fit in when you
were born to **STAND OUT?**
Dr. Seuss

Are you looking for a unique opportunity to fit your brand?

The IAHE truly values our advertising and sponsorship partners. It is important to us that your support of our organization benefits your company as much as possible. We're happy to work with you to find the best opportunity.

It's a **WIN-WIN!**