SPONSORSHIPS & ADVERTISING
INDIANA ASSOCIATION OF HOME EDUCATORS

Connecting you with Indiana Homeschoolers since 1983
ENCOURAGE
PROTECT
SERVE

June 2018 to June 2019
HOMESCHOOL INDIANA: THE MAGAZINE

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GROWTH

AS HOMESCHOOLING CONTINUES TO GROW...
the IAHE continues to expand to meet the needs of our local community.

CURRENT

WE WATCH THE TRENDS
Our community continues to grow because we work daily to connect with a generation that is increasingly dependent on social media and mobile devices.

HISTORY

WITH OVER 30 YEARS OF EXPERIENCE...
families trust the IAHE to provide them with the very best resources.

PERSONAL

CUSTOMIZED PACKAGES
We strive to create sponsorship & advertising packages that work for you.
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  
tarab@iahe.net
Homeschool Indiana is a full color, print magazine. Our magazine is distributed free of charge to homeschool families, as well as public libraries throughout the state. The magazine is also available on our website in a digital version giving you increased exposure and 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. These businesses will have the option to purchase either a business card size graphic ad or a classified ad (35-word text only).

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.

Since 1996

Print & Digital

Circ. 5,000 per issue

Save 10% on annual contracts
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.

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<thead>
<tr>
<th>ISSUE</th>
<th>DEADLINE</th>
<th>RELEASE</th>
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<tbody>
<tr>
<td>Fall</td>
<td>6/30</td>
<td>8/15</td>
</tr>
<tr>
<td>Winter</td>
<td>9/30</td>
<td>11/15</td>
</tr>
<tr>
<td>Spring</td>
<td>12/15</td>
<td>2/15</td>
</tr>
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Need help?

Want your ad to grab the reader’s attention?

GRAPHIC DESIGN SERVICES

Our graphic designer is available to create your ad for an additional fee. Visit our website and print the Ad Design Pricing Sheet or email her directly: design@iahe.net.
HOMESCHOOL INDIANA: THE MAGAZINE

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).

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

**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.

$120 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
$150 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
$400
Specifications
- Contact us for details

Contact us for details
Launching July 2018

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

New homeschool families have questions. We have the answers.
Sponsor Perks

- Included with every Convention Sponsorship
- Deadlines apply

- Sponsor's name/logo to appear in "Thank you to our sponsors" ad in the Convention Program Book.
- Sponsor's logo and link to be posted on iahe.net Convention Sponsors page from the beginning of sponsorship through July 2019.
- One email banner in the IAHE Weekly Update.

Increase your brand's exposure to YOUR target market.
Thank you for all of your hard work to put on a fantastic conference! The past few weeks of schooling have been challenging and discouraging to the point that I was thinking maybe I shouldn’t continue with this homeschool journey. I left the conference feeling refreshed, encouraged, strengthened, and energized to keep running the race. Thank you!!!
Freedom Sponsor - $7,500 {1 Available}

- One 20’x10’ exhibit hall booth in a prime location
- 3 - 4 minute message to Main Speaker Attendees (Speaker or Video Presentation)
- Four Convention Registrations
- Full page ad in the Convention Program Book
- Two social media shout-outs
- Two banner ads in IAHE emails prior to the convention (three total)
- Acknowledgment of Freedom Sponsorship with company logo in Homeschool Indiana Magazine, website and convention banners (deadlines apply)
- IAHE-approved literature placed in Convention Goody Bags
- 6 months free sidebar ad on the IAHE website

Main Stage Sponsor - $5,000 {3 Available}

- One 10’x10’ exhibit hall booth in a prime location
- 3 - 4 minute message to Main Speaker Attendees (Speaker or Video Presentation)
- Four Convention Registrations
- Half page ad in the Convention Program Book
- Two social media shout-outs
- Two banner ads in IAHE emails prior to the convention (three total)
- Acknowledgment of Main Stage Sponsorship with company logo in Homeschool Indiana Magazine, website and convention banners (deadlines apply)
- IAHE-approved literature placed in Convention Goody Bags
- 3 months free sidebar ad on the IAHE website

Homeschool 101 Sponsor - $4,000 {1 Available}

- One 10’x10’ exhibit hall booth in a prime location
- 3 - 4 minute message to Homeschool 101 Attendees (Speaker or Video Presentation)
- Four Convention Registrations
- 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 (deadlines apply)
- IAHE-approved literature distributed at our pre-convention event for new homeschool families
- 3 months free sidebar ad on the IAHE website
Crew 4:12 Sponsor - $1,950
- Key demographic: Teenagers, young adults, and their parents.
- Your brand name or logo on Crew 4:12 t-shirts, tote bags, lanyards, or swag.
- Acknowledgment of sponsorship with company logo in Homeschool Indiana Magazine and on website. (deadlines apply)

Learning Express Sponsor - $1,500
- Key demographic: Elementary age students and their parents.
- Your brand name on Learning Express Workshop Room signage
- Acknowledgment of sponsorship with company logo in Homeschool Indiana Magazine and on website (deadlines apply)

Registration Bag Sponsor - $4,000/$1,000
- One 10’x10’ exhibit hall booth in a prime location
- Sponsor logo will be featured on one side of 1,500 attendee Goody Bags
- Four Convention Registrations
- IAHE provided bags - $4,000 or Sponsor provided bags - $1,000

Lanyard Sponsor - $1,000
- Lanyard Sponsor will donate 4,000 lanyards with the sponsor’s name or message
- One 10’ x 10’ exhibit hall booth
Don’t see a sponsorship package that fits?
Let us work with you to customize a package to help you reach your target audience.

Convention Program Book Advertising
- Distribution - 2,000
- Black & White
- Resolution: 300 dpi
- Acceptable file types are: PDF, JPG, and TIF (w/o layers)

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>8.5&quot; x 11&quot;</td>
<td>$700</td>
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<tr>
<td>Half Page</td>
<td>8.5&quot; x 5.5&quot;</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4&quot; x 5&quot;</td>
<td>$350</td>
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<tr>
<td>Classified Ad</td>
<td>Text only- 25 words</td>
<td>$75</td>
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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.

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**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!*