SPONSORSHIPS & ADVERTISING

INDIANA ASSOCIATION OF HOME EDUCATORS

Aug 2017 to July 2018

Connecting *you with* Indiana Homeschoolers

SINCE 1983

ENCOURAGE
PROTECT
SERVE

CONTENTS

THE INFORMER

02 *THE INFORMER MAGAZINE*
PRINT & DIGITAL
MECHANICAL SPECS & PRICING

DIGITAL

06 *WEBSITE ADS & EMAIL BANNERS*

SPONSORSHIPS

07 *CONVENTION SPONSORSHIPS*
12 *UNIQUE OPPORTUNITIES*

Questions?
advertising@iahe.net

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.

Hello

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

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

The Informer

a publication of the Indiana Association of Home Educators

The Informer is a 32-page, full color, magazine. Our magazine is distributed free of charge to homeschool families, as well as public libraries throughout the state. The Informer 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 the Informer mission may purchase full-sized advertising.

Businesses that are not related to The Informer 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. 6,500 per issue

Save 10% on annual contracts

"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
Spring	12/15	2/15
Fall	6/15	8/15
Winter	9/15	11/15

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.

Mechanical Specifications & Pricing

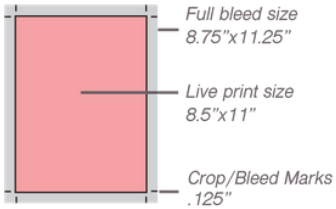
- Ad placement is determined by the Managing Editor.
- All ads must be submitted in full CMYK color (set mode to CMYK)
- Resolution MUST be set at 300 dpi
- Acceptable file types are: PDF, JPG, and TIF (without layers).

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

Premium Advertising (Check for Availability)

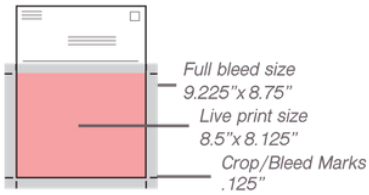
INSIDE COVER - $650

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



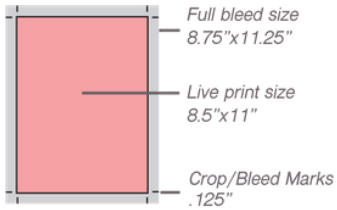
OUTSIDE BACK COVER - $575

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



FULL PAGE - $525

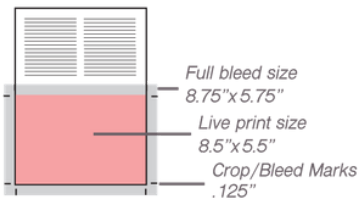
- Full bleed size: 8.75" wide x 11.25" tall
- Inside live print area: 8.5" wide x 11" tall



Regular Advertising

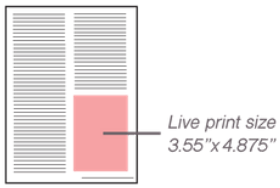
HALF PAGE HORIZONTAL - $375

- 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



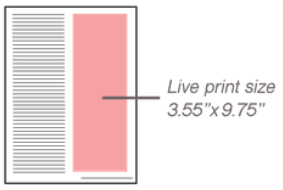
QUARTER PAGE - $250

- Inside live print area: 3.55" wide x 4.875" tall



HALF PAGE VERTICAL - $375

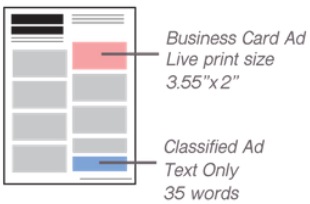
- Inside live print area: 3.55" wide x 9.75" tall



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

The IAHE unveiled a new website in July 2015. With increased traffic it's the perfect way to stay in front of our audience all year long. We offer rotating sidebar ads on our website linked directly to your website.

$150 per month
Average of 3,900 unique users a month

Specifications

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

Email Banners

The IAHE Weekly Update is emailed to over 6,800 families every Monday. 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.

$150 per week
Average of 6,800 emails

Specifications

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

MAGNIFY YOUR REACH
Convention Sponsorships

Sponsorships are available on a limited basis.
Contact our Executive Director, Tara Bentley for details.
tarab@iahe.net

The Annual IAHE Home Educators' Convention is the perfect place to connect directly with Indiana families.

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 2018.
- One email banner in the IAHE Weekly Update.

Increase your brand's exposure to YOUR target market.

“

- MELANIE -

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)
- Acknowledgement of **Freedom Sponsorship** with company logo in *The Informer* 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 {4 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)
- Acknowledgement of **Main Stage Sponsorship** with company logo in *The Informer* 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)
- Acknowledgement of **Homeschool 101 Sponsorship** with company logo in *The Informer* 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.
- Acknowledgement of sponsorship with company logo in *The Informer* 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
- Acknowledgement of sponsorship with company logo in *The Informer* 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 2,500 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.

IAHE Home Educators' Convention
March 23 & 24, 2018
Abundant Mercy

Convention Program Book Advertising

- Distribution - 2,000
- *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**

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

Informer Podcast

A unique opportunity customized with your personal message!

- Limit of one sponsorship per show.
- Customized message during the show.
- Logo and link on the IAHE website.

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!