

**WHO READS HST?**

Parents, Grandparents, Pastors, Teachers who are:

- Dedicated, educated, successful, focused
- Christian & homeschool-oriented
- Committed to raise children who will make a difference in the world & willing to sacrifice to give their children the best foundation for life
- Concerned for education and every facet of their child's life

**SUBSCRIBER DEMOGRAPHICS:**

80%	Women
\$75k	Average household income
82%	College educated
36	Median age
3.2	Children per household

*"The combination of academic advice, family discipleship, and continuing education for parents cannot be found anywhere else. Whether it is reviewing new curriculum, inspiring me with the faithfulness of fathers who came before me, or teaching me to better appreciate the artistic masters, I do not want to be without HST."*

– Thomas K. from Ohio

**WHY CHOOSE HOMESCHOOLING TODAY**

**Homeschooling is Growing:** Researchers report that there are currently well over two million known homeschooled children in the United States with estimates of as many as four to five million total American homeschooled children. Better prepared academically, socially, and emotionally than their public school peers, the number of homeschoolers continues growing at a rate of 5-12% each year.

*"As a new homeschooling family, we find Homeschooling Today to be the place for us to find resources, ideas, and help in our new journey. The timely articles and resources available both in print and on the web were exactly what we needed to help us get started."* – Jon M. from Michigan

**HST ENJOYS UNMATCHED CREDIBILITY:**

- Our readers know we carefully select the advertisers and the products we review
- We protect the content we present
- Our readers trust us to be discerning and fair
- We limit the amount of ad space we sell---your ad will not be lost in a sea of ads!

Partner with Homeschooling Today, to reach 80,000 readers and your advertising resources will deliver a lasting return!

**HST OFFERINGS**

Homeschooling Today® magazine print magazine

Mailbox: reach 80,000 readers

Paid Subscribers include homeschooling families, public and private libraries, and churches

Additional distribution via Newsstands, Conventions and other Homeschool Events

Homeschooling Today® Digital

HST Digital magazine version and HomeschoolToday.com, two powerful resources with a growing online community of readers.

Homeschooling Helper® e-newsletter

Inbox: reach over 8,200 and growing unique e-newsletter subscribers

## A SPONSORSHIP PACKAGE THAT IS RIGHT FOR YOUR COMPANY

Maximize your effectiveness in reaching the homeschooling community with a multi-faceted package approach that leverages HST print, website, and e-marketing resources.

<p><b>Starter Sponsorship Package</b></p> <p>Ideal for part-time ventures, home-based and new businesses trying to expand reach</p>	<p><u>Print:</u> - Third Page ad for the year</p> <p><u>Website:</u> - Leaderboard ad for first month - One year of standard resource listing</p> <p><u>Inbox:</u> - Two E-mail blasts per year</p>	<p><b>Monthly investment:</b> <b>Only \$4,500 prepaid</b> <b>(Save over 15%)</b></p> <p>or</p> <p><b>only \$400/month</b></p>
<p><b>Standard Sponsorship Package</b></p> <p>Designed for recognized homeschooling vendors wanting consistent exposure to grow business</p>	<p><u>Print:</u> Half Page ad for the year</p> <p><u>Website:</u> - Leaderboard ad for two months - One year of enhanced resource listing</p> <p><u>Inbox:</u> - Four E-mail blast per year (Limit one per quarter)</p>	<p><b>Monthly investment:</b> <b>Only \$6,900 prepaid</b> <b>(Save over 20%)</b></p> <p>or</p> <p><b>only \$600/month</b></p>
<p><b>Premium Sponsorship Package</b></p> <p>Designed for curriculum and service providers to maximize top of mind awareness</p>	<p><u>Print:</u> - Full Page ad for the year</p> <p><u>Website:</u> - Skyscraper for one month or Leaderboard for two months - One year of enhanced resource listing</p> <p><u>Inbox:</u> - One Homeschool Helper e-newsletter sponsorship - Three additional E-mail blasts per year</p>	<p><b>Monthly investment:</b> <b>Only \$10,500 prepaid</b> <b>(Save over 25%)</b></p> <p>or</p> <p><b>only \$990/month</b></p>

## ADVERTISING A LA CARTE - Design your own unique advertising package to fit any budget.

PRINT ADS		
Outside Back Cover (OBC)	\$3,000	Per issue
Inside Front/Back Cover (IFC/IBC)	\$2,250	Per issue
Full Page (FP)	\$1,800	Per issue
Half Page (HP) – vertical or horizontal	\$900	Per issue
Third Page (TP) – vertical, horizontal, or square	\$600	Per issue
Sixth Page in Market Place (S) – vert. or horiz.	\$300	Per issue
Twelfth Page (TW)	\$150	Per issue
Classified Extended Plus (CLE+) - 100 words + graphic	\$100	Per issue
Classified Extended (CLE) – 100 words	\$75	Per issue
Classified (CL) – 50 words	\$50	Per issue

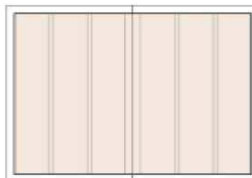
INTERNET - WEBSITE ADS		
Skyscraper	\$500	Per Month
Leader board	\$250	Per Month
Enhanced Resource	\$150	Per Year
Resource Listing	\$50	Per Year

INTERNET - E-MAIL ADS		
HH Sponsor - Headline + Follow up Blast	\$750	Per Blast
HH Mid-level	\$150	Per Blast
HH Footer	\$100	Per Blast
E-MAIL BLAST	\$650	Per Blast

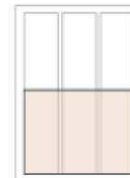
## SAMPLE AD SIZES



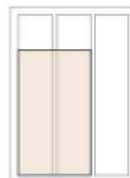
Trim: 8.375" w x 10.875" h  
Bleed: 8.625" w x 11.125" h  
Live: 7.542" w x 10.042" h



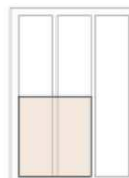
Not recommended to cross gutter with Text.  
Trim: 16.75" w x 10.875" h  
Bleed: 17" w x 11.125" h  
Live: 15.917" w x 10.042" h



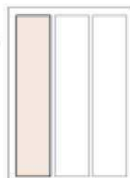
Half Horizontal:  
7.542" w x 4.95" h



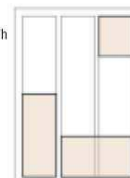
Half Vertical:  
4.825" w x 7.667" h



Third Square:  
4.825" w x 4.945" h



Third Vertical:  
2.375" w x 10.042" h



Market Place:  
1/12th Page:  
2.375" w x 2.361" h  
1/6th Page  
Horizontal:  
4.967" w x 2.375" h  
1/6th Page Vertical:  
2.375" w x 4.944" h

## 2010 ADVERTISING SCHEDULE

Issue	March/ April 2010	May/ June 2010	July/ August 2010	September/ October 2010	November/ December 2010	January/ February 2011
<b>Theme</b>	Consider the Lilies	Into the Ark	The Potter and the Clay	Tree Planted by the Rivers	Signs and Seasons	Coming Soon!
<b>Seasonal Features</b>	Early Conference Season	Conferences /Summer Travel	Summer Fun/Back-to-School	Hospitality/ Early Holiday Planning	Holiday Season	College Intern/ Apprenticeships
<b>Space Reservation</b>	February 7	March 20	May 20	July 20	September 20	November 20
<b>Materials Due</b>	February 10	March 25	May 25	July 25	September 25	November 25
<b>Issue Mailing Date</b>	Feb 23	April 23	June 23	August 23	October 23	December 23

\*Art received after the date indicated will incur a \$50 fee.

### Print Discounts:

Prepay: 5% discount Pre-pay your order within 15 days of your Insertion Order

Multiple Insertions:

- 5% discount Run your ad in three issues (half a year)
- 10% discount Run your ad in six issues (a year)

**\*New advertisers must prepay first ad within 15 days of insertion order**

**For more information on advertising, contact:**

**Mark W. Davis**  
**Director of Marketing & Advertising**  
**Homeschooling Today Magazine**  
**(804)-334-0202**  
**[advertise@homeschooltoday.com](mailto:advertise@homeschooltoday.com)**

## PRINT ADVERTISING SPECIFICATIONS

### Publication description:

Management: Steve Murphy, publisher, of Homeschooling Today® magazine.  
 Frequency: Bi-monthly  
 Trim Size: 8.375" x 10.875".  
 Alignment not guaranteed on facing page spreads design. Precision folding of all copies not guaranteed.  
 Paper Stock: 70-lb cover, 50-lb body  
 Printing Method: Webpress  
 Binding Type: Saddlestitch

### Formats:

Ads are accepted in the following formats: InDesign, Photoshop, and Illustrator files (including artwork, scans, logos, and all fonts); tiff (without LZW compression), eps, pdf, or jpeg files are also accepted. Image resolution should be 300 dpi at the actual image size. We do not accept application files other than those listed above. If you have any alternative file formats, please contact the production department at the address provided. Make sure

ad is correct size according to the specs from the chart below.

Ads may be sent on CD, DVD, or via e-mail. We recommend using a service that can track your package and guarantee delivery. Please label all media with issue date, agency name, contact name, phone number, advertiser/vendor name and contact.

All fonts and images used in ad must be provided (screen and printer). If fonts are not PC-based, they must be converted to outlines; otherwise, similar fonts will be substituted. We accept True Type fonts.

Fonts and images embedded in InDesign or Illustrator files also must be provided. If using InDesign, do not use "auto" leading; a numerical value must be assigned to avoid line shifting.

### Color:

Color images must be CMYK, not RGB. Each color must be uniquely named (ex. ABCred, not Red; ABCblue, not Blue) and based on a process color model (not RGB). A proof must be supplied to ensure color accuracy. Homeschooling Today is not responsible for color accuracy for ads supplied without an acceptable proof. Proofs must be pulled from the supplied Digital ad files

### Send advertising materials to:

**Erika Schanzenbach**  
**Homeschooling Today magazine**  
**[creative@homeschooltoday.com](mailto:creative@homeschooltoday.com)**  
**5505 Mendota Rd.**  
**Mendota, VA 24270 USA**  
**276.628.1686 (Phone)**  
**208.628.5811 (Fax)**  
**(Contact us to upload your art to our FTP server.)**

Please specify issue date on the outside of the package