

Home Educators Association of Virginia is a member-supported, statewide, non-profit homeschool association that has been supporting and protecting home education in Virginia since 1983. We offer numerous ways to get YOUR company's word out to homeschoolers across Virginia!

Quarterly Magazine

Print Distribution: 14,000 Magazines
(20,000 for the Spring Issue)

BONUS! Electronic Distribution & Promotion

Each magazine is available digitally online for free. We also promote the digital magazine to our more than 10,000 e-newsletter subscribers via a standalone e-mail.

Quantity Discounts on Magazine Ad Insertions

2x	3x	4x	4x Prepaid
5% Discount	10% Discount	15% Discount	25% Discount

MAGAZINE & PROGRAM RATES

SIZE	Magazine (B&W)	Magazine (Color)	Convention Program (B&W)
Inside Front (8.375 x 10.875)*	N/A	\$2,100	\$530
Inside Back (8.375 x 10.875)*	N/A	\$1,900	\$495
Outside Back (8.375 x 7.4/magazine; 8.375 x 10.875/program)*	N/A	\$2,100	\$700 (Color)
Full-Page (7.875 x 10.375)	\$1,150	\$1,450	\$375
Full-Page with Bleed (8.375 x 10.875)*			
Half-Page (7.375 x 4.8)	\$585	\$735	\$225
Third-Page (2.3 x 9.7, 7.375 x 3.25, 4.8 x 4.8)	\$460	\$560	\$190
Quarter-Page (3.6 x 4.8)	\$360	\$440	\$150
Sixth-Page (2.3 x 4.8)	\$260	\$320	\$125
Eighth-Page (3.6 x 2.4/Business Card)	\$200	\$240	\$100
Classified			
50 Words	\$100		
25 Words and a Picture*	\$100		
50 Words and a Picture*	\$125	N/A	N/A
*Max Picture Dimensions: .625 in. x .625 in.			

*Add 1/4" to all sides for bleeds. (Exception: On the outside magazine back cover, do not add extra to the top.)



Convention Program

The program is distributed to convention attendees (one per family), exhibitors, speakers, and graduation participants and their families. Thousands of convention-goers consult their programs over and over again, giving your ad lots of exposure! The convention is held each year in June.

Order Deadline: April 15. Artwork Due Date: April 25.

E-mail Options

E-mail Blasts

“Blast” your advertisement to more than 10,000 subscribers! Only a limited number of spots, so check for availability. **An HEAV E-blast costs just \$500!**

E-mail Ads

The *Virginia Homeschool Update*, a weekly e-newsletter, is sent to more than 10,000. Each issue contains only two ads, prominently placed for maximum exposure. **E-mail ads are just \$100, with discounts for buying four or more.**

Welcome Bag Advertising

The first 2,800 families attending the convention receive a “Welcome Bag” at the registration desk. **Include ANY weight or ANY size insert for less than 14 cents a bag.** Only \$375 for all 2,800 bags.

Learn More

Contact Kathleen Lansing at advertising@heav.org or 804-469-4111 to learn more or to **inquire about discounted packages and sponsorship opportunities.** We look forward to working with you to let Virginia homeschoolers know about your product or service!

2011-2012 Advertising Insertion Form



E-mail ad copy to Kathleen Lansing at advertising@heav.org.
 Please send form and payment to HEAV, PO Box 6745, Richmond, VA 23230-0745.
 Send overnight mail to HEAV Ads, 2248-G Dabney Road, Richmond, VA 23230.
 Phone: 804-278-9200 • Fax: 804-278-9202 • E-mail: advertising@heav.org

PLEASE PRINT

Contract Date _____
 Company/Organization/Name of Advertiser _____
 Contact Person (Name & Title) _____
 Address _____ Suite # _____
 City _____ State _____ Zip _____
 Phone (_____) _____ Ext. _____ Fax (_____) _____
 E-mail _____

MAGAZINE ADS — 14,000 - 20,000 Magazines (See page 1 for pricing.)

Please reserve space for me in the:

- | | | |
|---------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Spring Issue | <input type="checkbox"/> Fall Issue | <input type="checkbox"/> All 2012 |
| <input type="checkbox"/> Summer Issue | <input type="checkbox"/> Winter Issue | <input type="checkbox"/> Next Four Issues |

ISSUE	Close	Art	Mail
Spring (20,000)	12/15	1/15	3/15
Summer (14,000)	3/15	4/1	5/15
Fall (14,000)	6/15	7/1	8/15
Winter (14,000)	9/15	10/1	11/15

Artwork:

- | | |
|---|---|
| <input type="checkbox"/> Artwork is enclosed. | <input type="checkbox"/> Please use the same artwork for all issues requested. |
| <input type="checkbox"/> I will send artwork by the deadline. | <input type="checkbox"/> Please use art for first indicated issue only; art for subsequent issues will be sent by respective deadlines. |

Ad sizes and placement:

- | | | |
|---|---|--|
| <input type="checkbox"/> Full-Page (Color) | <input type="checkbox"/> Third-Page (Color) | <input type="checkbox"/> Sixth-Page (Color) |
| <input type="checkbox"/> Full-Page (B&W) | <input type="checkbox"/> Third-Page (B&W) | <input type="checkbox"/> Sixth-Page (B&W) |
| <input type="checkbox"/> Half-Page (Color) | <input type="checkbox"/> Quarter-Page (Color) | <input type="checkbox"/> Eighth-Page/Business Card (Color) |
| <input type="checkbox"/> Half-Page (B&W) | <input type="checkbox"/> Quarter-Page (B&W) | <input type="checkbox"/> Eighth-Page/Business Card (B&W) |
| <input type="checkbox"/> Inside Front Cover (Color) | <input type="checkbox"/> Classified Ad (50 words) | |
| <input type="checkbox"/> Outside Back Cover (Color) | <input type="checkbox"/> Classified Ad (25 words & picture) | |
| <input type="checkbox"/> Inside Back Cover (Color) | <input type="checkbox"/> Classified Ad (50 words & picture) | |

CONVENTION PROGRAM ADS — 5,000+ Programs (See page 1 for pricing.)

Artwork: Artwork is enclosed. I will send artwork by April 25.

Ad size and placement (All ads are b&w except for the Outside Back Cover):

- | | | |
|---|-------------------------------------|--|
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Full-Page | <input type="checkbox"/> Quarter-Page |
| <input type="checkbox"/> Outside Back Cover (Color) | <input type="checkbox"/> Half-Page | <input type="checkbox"/> Sixth-Page |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Third-Page | <input type="checkbox"/> Eighth-Page/Business Card |

WELCOME BAG ADVERTISING — 2,800 Insertions

\$375/ANY weight, ANY size

Company Name Advertised on Flier: _____

URL Advertised on Flier: _____

HEAV must receive a sample copy of the item you wish to include. Sample copies can be e-mailed to advertising@heav.org, or mailed to HEAV, PO Box 6745, Richmond, VA 23230-0745. HEAV reserves the right to refuse to include any materials.

E-BLASTS — 10,000+

Number of e-blasts (\$500/each): _____

Run date(s): Please circle the run date(s) you would prefer.

2011: October 3 November 6

2012: February 13 March 12 April 16 May 7 July 2 September 10 October 1 November 6

E-MAIL ADS IN THE VIRGINIA HOMESCHOOL UPDATE — 10,000+

Number of e-mail ads:

- 1 (\$100) 4 (\$90/each) 8 (\$80/each) Other _____

Preferred run dates: (Note: The *Virginia Homeschool Update* comes out once a week, typically on Wednesday.)

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

PAYMENT INFORMATION

Magazine Ad Total: (See page 1 for pricing.) \$ _____ per issue for _____ issue(s) to be
 paid in advance or billed per issue.

Convention Program Ad Total: (See page 1 for pricing.) \$ _____

Welcome Bag Ad Total (\$375/insert): \$ _____

E-blast Ad Total (\$500/blast): \$ _____

E-mail Ad Total (\$100/blast; \$90/each if four or more; \$80/each if eight or more): \$ _____

Discounts:* \$ _____

Additional Charges: \$ _____

(Explanation _____)

Total: \$ _____

Check is enclosed. Please bill me; I will send check within 30 days.

Please charge to my Visa or MasterCard account.

Card # _____ Expiration Date (mm/yy) _____ / _____

Authorized Signature _____

See the next page for information on designing and submitting your ads.

HEAV reserves the right to refuse to include any materials.

Designing and Submitting Your Ad

Ads can be sent electronically to advertising@heav.org. Please call Kathleen Lansing at 804-469-4111 with any questions. E-mail ads for the *Virginia Homeschool Update* should be submitted at www.heav.org/advertising/update-ad.html.

Print Ads

The Virginia Home Educator and the **Convention Program** are designed in Adobe® InDesign® for Macintosh and are delivered to the printer in digital form. Therefore, we request all advertising copy be submitted in a digital format.

Advertisements can be accepted in Adobe® Photoshop® or InDesign® formats, EPS (the preceding formats must include all fonts and associated graphic files, including embedded files), TIFF, JPEG, and PDF formats.

Submit color ads, including placed graphics, in CMYK format.

Sizes: (See the next page for sizing.) Please allow a sixteenth inch between edge of ad and beginning of text (except with an eighth-page ad).

Disclaimers: Color matching cannot be guaranteed; ads that need to be modified may incur a fee; and ad sizes may be adjusted slightly to lay out on the page.

Deadlines: Magazine ads are due January 15 (spring issue), April 1 (summer issue), July 1 (fall issue), and October 1 (winter issue). Program ads are due by April 25.

E-mail Ads

E-mail Blasts

Please follow these guidelines when submitting e-mail blasts:

- E-mail should be sent as ready-to-go HTML; please include a subject line.
- Images should have alternates.
- Use inline CSS styles to help formatting remain intact in different e-mail clients.
- HEAV will add a footer and a header to the e-mail.

Materials are due three weeks prior to run date. You will receive a test for approval prior to the run date.

E-mail Ads in the *Virginia Homeschool Update*

The ad will consist of a 140 x 140 JPG, GIF (no flash), or PNG image; a 10-word bold headline; and 50 words of copy.



Please specify a link for the image and indicate which text you would like linked and to what page(s). The 50 words of copy will be black and cannot include bold or underlined text, except for hyperlinks, which will be underlined and blue. Please submit your ad using the form located at www.heav.org/advertising/update-ad.html.

Materials are due the Wednesday two weeks prior to the ad's run date.

Announcements for the *Virginia Homeschool Update* can also be submitted at www.heav.org/resources/update/submit-event.html and will be published at the editor's discretion.

Tracking

HEAV can track the number of readers and click-throughs to your site. This information will be provided upon request.

Welcome Bag Advertising

Use your creativity and imagination to promote your company! Consider including coupons, fliers, catalogs, magazines, pamphlets, CDs, etc. Please contact advertising@heav.org for submission details.

Disclaimer

All ads must conform to the size constraints and specifications listed or HEAV reserves the right to make modifications as necessary. HEAV reserves the right to refuse to include any materials.

Print Ad Sizes (Magazine & Convention Program)

Program Back Cover
 Inside Front Cover
 Inside Back Cover
 Full-Page with Bleed
 8.875" (wide) x 11.375" (high)
 Trim: 8.375" x 10.875"

Magazine Outside Back Cover
 Two-Thirds-Page with Bleed
 8.375" (wide) x 7.4" (high)
 1/4" left, right, and bottom
 only for bleeds

Full-Page without Bleed
 7.875" (wide) x 10.375" (high)

Half-Page
 7.375" (wide) x 4.8" (high)
 No Bleeds

Third-Page
 4.8" (wide) x 4.8" (high)
 No Bleeds

Third-Page
 2.3" (wide) x 9.7" (high)
 No Bleeds

Third-Page
 7.375" (wide) x 3.25" (high)
 No Bleeds

Quarter-Page
 3.6" (wide) x 4.8" (high)
 No Bleeds

Sixth-Page
 2.3" (wide) x 4.8" (high)
 No Bleeds

Eighth-Page
 3.6" (wide) x 2.4" (high)

Classified Ad

Please allow a sixteenth inch between edge of ad and beginning of text (except with an eighth-page ad).