

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



*E-mail ad copy to Kathleen Lansing at [advertising@heav.org](mailto: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](mailto: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  |
|------------------------|-------|------|-------|
| <b>Spring</b> (20,000) | 12/15 | 1/15 | 3/15  |
| <b>Summer</b> (14,000) | 3/15  | 4/1  | 5/15  |
| <b>Fall</b> (14,000)   | 6/15  | 7/1  | 8/15  |
| <b>Winter</b> (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.)

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**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):

- Inside Front Cover       Full-Page       Quarter-Page
- Outside Back Cover (Color)       Half-Page       Sixth-Page
- Inside Back Cover       Third-Page       Eighth-Page/Business Card

**WELCOME BAG ADVERTISING — 2,800 Insertions**

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\$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](mailto: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+**

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**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+**

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**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**

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**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 [www.heav.org/advertising](http://www.heav.org/advertising) for information on designing and submitting your ads.**

HEAV reserves the right to refuse to include any materials.