HEAV 2019-20 MEDIA KIT

LET’S WORK TOGETHER
ABOUT HEAV
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.

WEBSITE TRAFFIC
8,022,085+
Website Lifetime Hits
53,378+
Monthly Page Views
1015+
Average Daily Unique Users

DEMOGRAPHICS
49% have 3-4 children
71% are ages 30-45
63% are teaching elementary-aged children
50% are teaching high school or above
70% have household incomes of at least $55,000
61% spend $300-$1,000 per year on homeschool products
23% spend $1,000 or more
60% have a bachelor’s degree or higher
73% identify as Christian

SOCIAL MEDIA

15,072+ followers
@HEAV.Virginia.Homeschool

10,339+ members
Homeschooling in Virginia

2,781+ members
HEAV Convention

2,513+ members
Buy-Sell-Swap in VA

1,727+ avg. daily impressions – 2.2K followers
@HEAVPinterest

1,690+ followers
@HEAV

13,000+ subscribers

CONTACT
KATHLEEN LANSING
advertising@heav.org or 804-469-4111

LET’S WORK TOGETHER
We offer numerous ways to get YOUR company's word out to homeschooling families across Virginia! Ask about discounted packages and sponsorship opportunities.

We look forward to working with you to let Virginia homeschoolers know about your product or service!
WE’VE GOT YOU COVERED
with opportunities galore to reach thousands of homeschooling families throughout Virginia and even beyond! Call us today to schedule your advertisement!
Below is an overview of advertising opportunities available for purchase with HEAV. Our publications reach homeschooling families throughout Virginia and beyond! Partner with us to help these families make informed decisions about their homeschooling options.

**PRINT ADS**

**ANNUAL HOMESCHOOL CONVENTION PROGRAM**

The convention program is distributed to thousands of convention attendees, exhibitors, speakers, and graduation participants and their families. The convention is held each year in June.

**HOME EDUCATOR MAGAZINE**

Three print issues each year. Each magazine issue is available free online and promoted through all our social media outlets and to approximately 12,000 e-newsletter subscribers.

Discounts are available on magazine ad insertions and e-newsletter ads.

**CONVENTION WELCOME BAGS**

The first 2,500 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 2,500 bags. Consider including coupons, fliers, giveaways, catalogs, magazines, pamphlets, CDs, etc.

**E-MAIL AD OPTIONS**

**NEWSLETTER ADS**

The Virginia Homeschool Update, a weekly e-newsletter, is sent to approximately 12,000 subscribers.

- **E-MAIL BANNER AD**
  
  Your 540 (w) x 100 (h) banner ad is placed for maximum visibility, with one link to your web page.
  
  $150

- **IMAGE & TEXT AD**
  
  This ad consists of a 150 x 150 image, a 35-character bold headline, 40 words of copy, and one link for picture and text.
  
  $100

- **E-MAIL BLASTS**
  
  “Blast” your advertisement to more than 11,000 subscribers! Only a limited number of spots, so check for availability.
  
  $700

**WEBSITE ADVERTISING**

Get noticed! Promote your business with an ad in our website sidebar. We offer rotating sidebar ads on our website linked directly to your website.

**QUESTIONS?** CONTACT KATHLEEN LANSING AT 804-469-4111 OR ADVERTISING@HEAV.ORG
MAKE AN IMPRESSION
in our magazine & convention program!
## PRINT AD OPTIONS

**Magazine & Convention Program**

### CONVENTION PROGRAM (artwork deadline April 25)

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
<th>Specs (pixels)</th>
<th>Specs (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front (Color)</td>
<td>$700</td>
<td>2663 x 3413</td>
<td>8.875 x 11.375</td>
</tr>
<tr>
<td>Inside Back (Color)</td>
<td>$700</td>
<td>2663 x 3413</td>
<td>8.875 x 11.375</td>
</tr>
<tr>
<td>Outside Back (Color)</td>
<td>$700</td>
<td>2663 x 3413</td>
<td>8.875 x 11.375</td>
</tr>
<tr>
<td>Across from Inside Front Cover</td>
<td>$530</td>
<td>2663 x 3413</td>
<td>8.875 x 11.375</td>
</tr>
<tr>
<td>Across from Table of Contents</td>
<td>$530</td>
<td>2663 x 3413</td>
<td>8.875 x 11.375</td>
</tr>
<tr>
<td>Across from Maps</td>
<td>$495</td>
<td>2663 x 3413</td>
<td>8.875 x 11.375</td>
</tr>
<tr>
<td>Full Page</td>
<td>$375</td>
<td>2663 x 3413</td>
<td>8.875 x 11.375</td>
</tr>
<tr>
<td>Full Page (Color)*</td>
<td>$475</td>
<td>2663 x 3413</td>
<td>8.875 x 11.375</td>
</tr>
<tr>
<td>Half Page</td>
<td>$225</td>
<td>2663 x 1748</td>
<td>8.875 x 5.825</td>
</tr>
<tr>
<td>Third Page</td>
<td>$190</td>
<td>2213 x 975 or 1440 x 1440</td>
<td>7.375 x 3.25 or 4.8 x 4.8</td>
</tr>
<tr>
<td>Sixth Page</td>
<td>$150</td>
<td>1080 x 1440</td>
<td>3.6 x 4.8</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$125</td>
<td>690 x 1440</td>
<td>2.3 x 4.8</td>
</tr>
</tbody>
</table>

Advertisements are black & white, unless otherwise specified.
Full page advertisers, specs above include bleed. See page 11 for more details.
*8 available.

### DISTRIBUTION

- **14,000** Fall/Winter Magazines
- **20,000** Spring/Summer Magazine
- **12,000+** Enhanced digital issue included with all editions

Each magazine is available free online and promoted through all our social media outlets and to more than 12,000 e-newsletter subscribers.

### HOME EDUCATOR MAGAZINE (printed 3 times a year)

Artwork deadlines:
- **Spring/Summer**—April 5
- **Fall**—August 5
- **Winter**—November 15

<table>
<thead>
<tr>
<th>Location*</th>
<th>Cost</th>
<th>Specs (inches)</th>
<th>Enhanced Digital-Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>$2,100</td>
<td>8.875 x 11.375</td>
<td>Video 90 seconds MP4</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$1,900</td>
<td>8.875 x 11.375</td>
<td>Video 90 seconds MP4</td>
</tr>
<tr>
<td>Outside Back</td>
<td>$2,100</td>
<td>8.875 x 11.375</td>
<td>Interstitial Ad and Ticker</td>
</tr>
<tr>
<td>Across from Inside Front Cover</td>
<td>$2,100</td>
<td>8.875 x 11.375</td>
<td>Interstitial</td>
</tr>
<tr>
<td>Across from Table of Contents</td>
<td>$2,100</td>
<td>8.875 x 11.375</td>
<td>Interstitial</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,450</td>
<td>8.875 x 11.375</td>
<td>Link + Reflow</td>
</tr>
<tr>
<td>Half Page</td>
<td>$735</td>
<td>8.875 x 5.825</td>
<td>Link</td>
</tr>
<tr>
<td>Third Page</td>
<td>$560</td>
<td>7.375 x 3.25 or 4.8 x 4.8</td>
<td>Link</td>
</tr>
<tr>
<td>Classified Ad - Banner</td>
<td>$200</td>
<td>5 x 1</td>
<td></td>
</tr>
<tr>
<td>Classified Ad - Text Only</td>
<td>$125</td>
<td>50 words</td>
<td></td>
</tr>
</tbody>
</table>

* Full page advertisers, specs above include bleed. See page 10 for more details.
**DIGITAL AD OPTIONS**

**E-Mail & Blog Specifications**

<table>
<thead>
<tr>
<th>E-NEWSLETTER (The Virginia Homeschool Update)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Banner Ad</td>
</tr>
<tr>
<td>Text &amp; Image Ad</td>
</tr>
</tbody>
</table>

**STAND-ALONE E-BLAST**

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
<th>Specs (pixels)</th>
<th>Links/Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML E-mail</td>
<td>$700</td>
<td>700 max width</td>
<td>Advertiser provides full, inline HTML and subject line, and self-hosts all images.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Image mapping within html is not trackable.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>HEAV will add a header.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ads that need to be modified may incur a fee.</td>
</tr>
</tbody>
</table>

**BLOG ADS (www.heav.org/blog)**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
<th>Specs (pixels)</th>
<th>BONUS: Your Choice of*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$50</td>
<td>125 x 125</td>
<td>1 Facebook Post 1 Tweet</td>
</tr>
<tr>
<td>3 Months</td>
<td>$135</td>
<td>125 x 125</td>
<td>One week: 2 Facebook Posts and Tweets OR 1 Pinterest Post</td>
</tr>
<tr>
<td>6 Months</td>
<td>$255</td>
<td>125 x 125</td>
<td>One week: 2 Facebook Posts and Tweets OR 1 Pinterest Post</td>
</tr>
<tr>
<td>12 Months</td>
<td>$450</td>
<td>125 x 125</td>
<td>Two separate weeks: 4 Facebook Posts and Tweets OR 2 Pinterest Posts</td>
</tr>
</tbody>
</table>

*BONUS Social Media Promotion

**HOMESCHOOL CONVENTION**

**WELCOME BAGS INSERTS**

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Cost</th>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items must be received by April 30.</td>
<td>$375</td>
<td>2,500 Bags</td>
<td>Advertiser may submit an item of any size or weight: coupons, fliers, giveaways, catalogs, magazines, pamphlets, CDs, etc</td>
</tr>
</tbody>
</table>

**E-MAIL BLAST GUIDELINES**

E-mail should be sent as ready-to-go HTML; please include a subject line.

Images should have alt text. All images must be hosted by the advertiser.

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.

Due three weeks prior to run date. Advertiser will receive test for approval before final run.

**Preferred format for all digital publications:** JPEG or PNG

**Deadlines:** Ads are due two weeks prior to run date.
YOU’VE GOT POTENTIAL!
to reach 13,000+ subscribers with our digital ad options!
Magazine Ad Sizes

All full page and half page ads are required with bleed (see specs below). Templates are available for full and half page ads upon request.

- **Inside Front Cover**
  - Full Page
  - with bleed: 8.875” x 11.375”
  - trim size: 8.375” x 10.875”
  - safe zone: 7.875” x 10.375”

- **Inside Back Cover**
  - Full Page
  - with bleed: 8.875” x 11.375”
  - trim size: 8.375” x 10.875”
  - safe zone: 7.875” x 10.375”

- **Outside Back Cover**
  - Two-Thirds Page
  - with bleed: 8.875” x 7.5”
  - safe zone: 7.875” x 7.4”

- **Half Page**
  - with bleed: 8.875” x 5.825”
  - safe zone: 7.875” x 4.8”

- **Third Page**
  - 4.8” x 4.8”
  - No Bleed
  - 7.375” x 3.25”
  - No Bleed

- **Quarter Page**
  - 3.6” x 4.8”
  - No Bleed
All full page and half page ads are required with bleed (see specs below). Templates are available for full and half page ads upon request.

**Convention Program Ad Sizes**

- **Full Page**
  - with bleed: 8.875" x 11.375"
  - trim size: 8.375" x 10.875"
  - safe zone: 7.875" x 10.375"

- **Two-Thirds Page**
  - with bleed: 8.875" x 7.5"
  - safe zone: 7.875" x 7.4"

- **Half Page**
  - with bleed: 8.875" x 5.825"
  - safe zone: 7.875" x 4.8"

- **Third Page**
  - 4.8" x 4.8"
  - No Bleed

- **Third Page**
  - 7.375" x 3.25"
  - No Bleed

- **Quarter Page**
  - 3.6" x 4.8"
  - No Bleed

- **Sixth Page**
  - 2.3" x 4.8"
  - No Bleed

- **Eighth Page**
  - 3.6" x 2.4"
  - No Bleed
**GENERAL INFORMATION**

**PRINT AND DIGITAL ADVERTISING REQUIREMENTS AND SUBMISSION**

**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.

- CMYK format
- 300 DPI
- 1/16in margin*
- 1/4in FP bleed

*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.

**DIGITAL ADS**

- **E-MAIL BLAST GUIDELINES** (see Digital Ad Options page)
- **E-NEWSLETTER ADS** in the Virginia Homeschool Update may be either a banner ad or a text ad with a picture.
- **NEWSLETTER BANNER ADS** are one JPG or PNG image, 540 (w) x 125 (h), with a link to your website.
- **TEXT & IMAGE ADS** consist of a 150 x 150 JPG or PNG image; a 35-character, bold headline; and 40 words of copy. Please specify a link for the image and indicate which text you would like linked. The bold headline will be black and cannot include hyperlinked text.

Materials are due on Wednesday, two weeks prior to the ad’s run date.

Announcements for the Virginia Homeschool Update can also be submitted at [http://heav.org/events/event-submission-form](http://heav.org/events/event-submission-form) and will be published at the editor’s discretion.

**BEFORE SUBMITTING YOUR AD**

To maintain our compliance with USPS postal regulations for not-for-profit organizations, we cannot accept magazine ads for insurance, travel, or financial offers.

All advertising must be submitted and paid for by the deadline or the ad will not run.

All advertisements must be proofread prior to submission.

HEAV is not responsible for typographical or grammatical errors, and 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 HEAV.

All ads must conform to the size constraints and specifications listed or HEAV reserves the right to make modifications as necessary. Ads that need to be modified may incur a fee.

HEAV reserves the right to accept or reject ads without comment.

**HOW TO SUBMIT YOUR AD**

Electronic Submission: advertising@heav.org
FTP submissions (large files only please): ftp://ftp.heav.org


**QUESTIONS?**
Contact Kathleen Lansing (804) 469-4111
advertising@heav.org