



Let's work together!
HEAV MEDIA KIT

2021-2022



2021-22 Media Kit

**WEBSITE
LIFETIME HITS**
9,283,639

**MONTHLY
PAGE VIEWS**
65,793

**AVERAGE DAILY
UNIQUE USERS**
1032+

ABOUT HEAV

Home Educators Association of Virginia is a member-supported, statewide, nonprofit homeschool association that has been equipping and encouraging parents and protecting homeschool freedom in Virginia since 1983.

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



19K

@HEAV.Virginia.Homeschool
other facebook pages:
Homeschooling in Virginia (17.8K)
HEAV Convention (4.2K)
Buy Sell Swap (4.3K)



1.5K

@heav_va



17K

heav.org



2.2K

@HEAVPinterest
20.57K impressions/month
16.69K monthly views



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!

CONTACT: Lisa Workman

advertising@heav.org or 804-357-7498

Let's work together



We are actively working with Spanish translators to reach more Hispanic families in Virginia!

*Estamos trabajando activamente con traductores de español
para llegar a más familias hispanas en Virginia!*



PRINT ADVERTISING OPTIONS

An Overview

Below is an overview of **print 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.



ANNUAL HOMESCHOOL CONVENTION PROGRAM

The program is distributed to thousands of convention participants each year in June.

CONVENTION WELCOME BAG

The first 2,500 families attending the convention receive a Welcome Bag at the registration desk. Any size and any weight insert may be included.



HOME EDUCATOR MAGAZINE

Each year, one print issue is distributed one month before the in-person convention to approximately 10,000 families and promoted to our 17,000+ newsletter subscribers.

17K+

Enhanced digital issue promoted to 17K+ newsletter subscribers.

DIGITAL ADVERTISING OPTIONS

An Overview



WEEKLY EMAIL ADS

The Virginia Homeschool Update is sent to approximately 18K subscribers.



EMAIL BANNER AD

Full page width, 150px high banner ad.

IMAGE & TEXT AD

Square, 1/3 page-width, 35-character bold headline, 40 words of text, and one link.

More digital options

EMAIL BLASTS

Blast your ad to more than 17K subscribers. Limited availability.

WEBSITE ADVERTISING

Premium Square

Square ad placed on the top left of the 15 top-ranked pages. It can be seen without scrolling on most pages and on mobile devices. Up to five ads are rotated every 4-5 seconds. Limited space is available for these premium spots.

Video Ads

Just one video may be included per page on our top-ranked ranked pages. Video is easily viewable, placed within the content on the top half of the page. Very limited space; video subject to review.

Blog Ads

Square ad placed on the right sidebar of every blog post.

See pricing on page 9.

EXHIBITOR SPECIAL

Save 20% on magazine ads with the purchase of a convention ad at the same time.



PRINT AD OPTIONS & PRICING

Accepted formats for print publications: PDF, JPEG, EPS, Photoshop®

Convention Program Ads

Location	Cost	Specs (inches)
Inside Front (Color)	\$700	8.875 x 11.375
Inside Back (Color)	\$700	8.875 x 11.375
Outside Back (Color)	\$700	8.875 x 11.375
Across from Inside Front Cover	\$530	8.875 x 11.375
Across from Table of Contents	\$530	8.875 x 11.375
Across from Maps	\$495	8.875 x 11.375
Full Page	\$375	8.875 x 11.375
Full Page (Color) limited availability	\$475	8.875 x 11.375
Half Page	\$225	8.875 x 5.825
Third Page	\$190	7.375 x 3.25
Quarter Page	\$150	3.6 x 4.8

**CONVENTION
ATTENDANCE**
12K+

WELCOME BAG INSERTS: \$375

Advertiser may submit an item of any size or weight: coupons, fliers, giveaways, catalogs, magazines, pamphlets, CDs, etc
Welcome bag items must be received by April 30.

Convention program advertisements are black & white, unless otherwise specified. Artwork deadline: April 25. Must include bleed on full page advertisements and remove crop marks.

Home Educator Magazine Ads

Location*	Cost	Specs (inches)	Enhanced (Digital-Only)
Inside Front	\$2,100	8.875 x 11.375	Video 90 seconds MP4
Inside Back	\$1,900	8.875 x 11.375	Video 90 seconds MP4
Outside Back	\$2,100	8.875 x 5.875	Interstitial Ad and Ticker
Across from Inside Front Cover	\$2,100	8.875 x 11.375	Interstitial
Across from Table of Contents	\$2,100	8.875 x 11.375	Interstitial
Full Page	\$1,450	8.875 x 11.375	Link + Reflow
Half Page	\$735	8.875 x 5.825	Link
Third Page	\$560	7.375 x 3.25	Link
Classified Ad - Banner	\$200	5 x 1	
Classified Ad -Text Only	\$125	50 words	

DIGITAL AD OPTIONS & PRICING

Preferred format for digital publications: JPEG or PNG

E-NEWSLETTER (THE VIRGINIA HOMESCHOOL UPDATE)

Type	Cost	Specs (pixels)	Links/Text
Banner Ad	\$150	1080x250	(1) link included
Text & Image Ad	\$100	300 x 300	35-character, bold headline and 40 words of text, plus link for text & picture.

STAND-ALONE E-BLAST

Type	Cost	Specs (pixels)	Links/Text
HTML E-mail*	\$700	700 max width	Advertiser provides full, inline HTML and subject line, and self-hosts all images.

*Image mapping within html is not trackable. Ads that need to be modified may incur a fee.

BLOG ADS (www.heav.org/blog)



Duration	Cost	Specs (pixels)
1 Month	\$300	1000 x 1000
3 Months	\$850	1000 x 1000
6 Months	\$1,650	1000 x 1000
12 Months	\$3,300	1000 x 1000

WEBSITE ADVERTISING¹

PREMIUM SQUARE ADS

Duration	Cost	Specs (pixels)
1 Month	\$350	1000 x 1000
3 Months	\$1,000	1000 x 1000
6 Months	\$1,950	1000 x 1000
12 Months	\$3,850	1000 x 1000

VIDEO ADS

Duration	Cost	Specs (pixels)
per Month	\$450	MP4, 1080p res
3 Months	\$1,300	MP4, 1080p res
6 Months	\$2,500	MP4, 1080p res
12 Months	\$4,950	MP4, 1080p res

great discounts when you prepay!

¹To receive the multi-ad discount, payment must be paid in full prior to the first run date.

limited basis, as space allows
Beginner Bundle Ad
Six-Month Placement
\$375





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
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

THIRD PAGE
7.375" x 3.25"
No Bleed

QUARTER PAGE
3.6" x 4.8"
No Bleed



CONVENTION PROGRAM 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
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

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

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

PRINT AND DIGITAL ADVERTISING

Requirements and Submission



PRINT ADS

Advertisements can be accepted in Adobe Photoshop, EPS, JPEG, and PDF formats.

DIGITAL ADS

E-mail Blast Guidelines (see Digital Ad Options page)

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

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.

BEFORE YOU SUBMIT 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:
sponsorships@heav.org

FTP submissions (large files only please):
<ftp://ftp.heav.org>

QUESTIONS?

Contact Lisa Workman: (804) 357-7498
advertising@heav.org