



# homeschool iowa

NETWORK OF IOWA CHRISTIAN HOME EDUCATORS

Since 1992, the Network of Iowa Christian Home Educators has existed to provide Christ-centered events, communication, and resources to better equip, inform, and encourage Iowa home educators to the glory of God.

Through our print and electronic communications we reach thousands of homeschoolers throughout Iowa, and offer you the opportunity to reach them as well.

## 2018 MEDIA KIT

## Homeschool Iowa Magazine

Our free, full-color, triannual magazine is distributed to 5,000 households across Iowa and the Midwest. Additionally, each issue is made available in digital form on our website for free, further increasing your ad's reach!

### Magazine Advertising Rates

SIZE	COST/ISSUE		
	One	Two	Three
Outside Back	\$900	\$1620	\$2160
Inside Front	\$675	\$1215	\$1520
Inside Back	\$600	\$1080	\$1440
Full Page	\$450	\$810	\$1080
Half Page	\$350	\$630	\$840
Third Page	\$250	\$450	\$600
Quarter Page	\$175	\$315	\$420
Sixth Page	\$125	\$225	\$300
Eighth Page	\$75	\$135	\$180
Directory	\$35	\$60	\$75

### Deadlines

#### Conference Issue

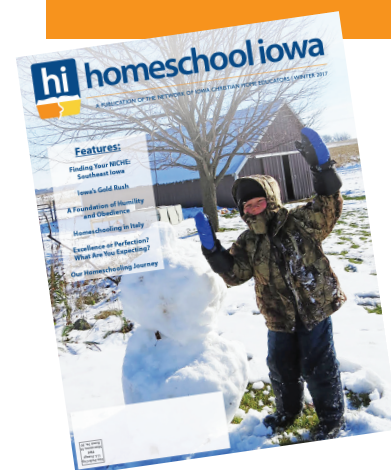
March 5 – ad close deadline  
March 15 – artwork due  
April 25 – mailing date

#### Back-to-School

June 1 – ad close deadline  
June 15 – artwork due  
August 1 – mailing date

#### Winter/Holiday

October 1 – ad close deadline  
October 15 – artwork due  
December 1 – mailing date



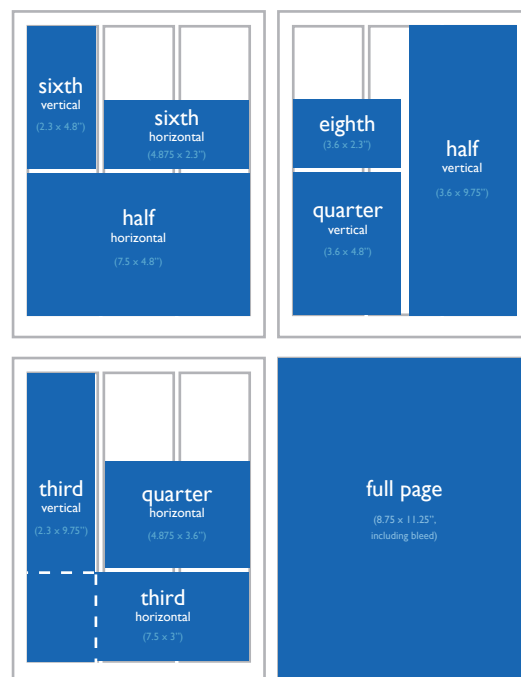
### Print ads

Full page	(8.75 x 11.25" vertical only, with bleed)
Half page	(3.6 x 9.75" vertical; 7.5 x 4.8" horizontal)
Third page	(2.3 x 9.75" vertical; 7.5 x 3" horizontal)
Quarter page	(3.6 x 4.8" vertical; 4.875 x 3.6" horizontal)
Sixth page	(2.3 x 4.8" vertical; 4.875 x 2.3" horizontal)
Eighth page	(3.6 x 2.3" horizontal only)
Directory	(2.3 x 1.5" horizontal only)

## Specifications

Artwork may be submitted in JPG, PSD, PNG, or PDF formats, and must be high resolution (300ppi). Submit color ads, including placed graphics, in CMYK format. Artwork must be sized to the specifications listed above. We reserve the right to make minor sizing adjustments to any ads that do not fit these exact sizing specifications. It is recommended that any wording be kept at least 1/8" from the edge of your ad. Payment is due by the ad close date (see deadlines above.)

Note: There may be a charge of \$50/hour for any ads that do not meet these specifications or ads that require modifications by our graphic artist with a minimum charge of \$30. We will notify you in advance if these changes are necessary.

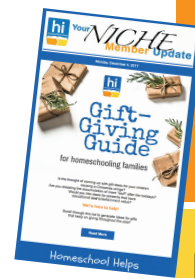




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# 2018 MEDIA KIT



## Digital Advertising

### E-Blasts

Would you like to stand out? Be noticed? Drive traffic directly to your website? Tell homeschoolers about a special offer? You now have an excellent way to do just that! NICHE offers you the opportunity to keep in touch with over 6500 households through our bimonthly dedicated e-blast service.

**Specifications:** Advertisements must be either an 800 pixel wide JPG image (no restriction on height) which will link to the associated webpage on your website. OR an 800 x 600 JPG image and up to 300 words of text. Please provide an appropriate hyperlink for the image to direct to. If none is provided, we will link to your company's homepage. NICHE will add a header and footer to the email. Please submit ad, hyperlink, and desired subject line through our online ordering system, or email to [ads@homeschooliowa.org](mailto:ads@homeschooliowa.org), no less than two weeks prior to the ad run date. You will be sent a test email for approval prior to the email being sent to the mailing list. Ad approval is required before the advertisement will be emailed. Payment is due the week before the ad will be run.

### E-Newsletter Ad

Our exclusive members-only e-newsletter, full of information on upcoming events and opportunities, devotional thoughts, and current happenings is emailed twice a month on the first and third Mondays, to a circulation of about 1,000 NICHE Member families.

**Specifications:** Advertisements must be a business card-sized 800x600 pixel JPG image which will link to the associated webpage on your website. Please provide an appropriate hyperlink for the image to direct to. If none is provided, we will link to your company's homepage. Please submit ad and hyperlink through our online ordering system, or email to [ads@homeschooliowa.org](mailto:ads@homeschooliowa.org), no less than one week prior to the ad run date. Payment is due the week before the ad will be run.

### Facebook Shout-Outs

Do you need to get a message out quickly? Want to expand your social media reach outside of your own social media pages? Reach our thousands of Facebook Fans and the members of our rapidly growing Homeschool Iowa Discussion Group with specific messages about your products and services. These ads are limited to no more than 2 per week on the Facebook page and 1 per week in the discussion group.

**Specifications:** Please submit an image and the text for your Facebook shout out, along with an appropriate hyperlink for the image to direct to. Please submit ad and hyperlink through our online ordering system, or email to [editor@homeschooliowa.org](mailto:editor@homeschooliowa.org), no less than one week prior to the ad run date. Payment is due the week before the ad will be run.

### E-Blasts:

**Cost: \$350**

**Frequency: bi-monthly**

*10% bulk purchase discount available*

### E-Newsletter Ad:

**Cost: \$50**

**Frequency: bi-monthly**

*10% bulk purchase discount available*

### Facebook Shout-Out:

**Cost: \$25**

**Frequency: bi-weekly**

**Optional: Add additional funds to increase your exposure. Email [editor@homeschooliowa.org](mailto:editor@homeschooliowa.org) to discuss details.**

*10% bulk purchase discount available*