



# Reach Iowa's Homeschooling Community

Homeschool Iowa offers several ways for you to connect with homeschooling families in Iowa, digitally and in print. Want to reach families at one of our annual events? Check out our sponsorship packet or email [marketing@homeschooliowa.org](mailto:marketing@homeschooliowa.org).

## Current Advertising Options:

**E-Blasts:** Sent to our growing email list, currently over 6400 names, with an average open rate of 15%. Limited availability.

**Member Updates:** Sent to all of our current members with an average open rate of 50%. Member updates are sent every other Monday.

**Print and Online Magazine:** Print magazine is mailed to over 4500 families in Iowa each April, August and December. Magazine is also available on our website within two weeks of it's mail date.

**Social Media Reach:** We offer a limited number of sponsored posts on our Facebook page and in our private discussion group.

Updated 12/2019

## Year Round 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 have an excellent way to do just that through Homeschool Iowa. Keep in touch with over 6500 households through our bi-monthly dedicated e-blasts service.

### E-Newsletter Ad

Our exclusive members-only e-newsletter, full of information on upcoming events and opportunities, devotional thoughts, and current happenings is mailed twice a month on the first and third Monday's of the month, to a circulation of about 1000 Homeschool Iowa member families.

### 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 messages can be targeted to specific geographic areas of the state.

### E-BLASTS:

**Cost: \$350**

**Frequency: Bi-Monthly**

### E-NEWSLETTER AD:

**Cost: \$50**

**Frequency: Bi-Monthly**

### Facebook Shout-Out:

**Cost: \$25**

**Frequency: Bi-Weekly**

## Homeschool Iowa Magazine

Our free, full-color, triannual magazine is distributed to 5000 households across Iowa. Additionally, each issue is made available in digital form on our website for free, further increasing your ad's reach!

### 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. Payment is due by ad close date.

### Sizes:

Full Page (8.75"x11.25" vertical only, with bleed)  
 Half page (3.6"x9.75" vertical, 7.5"x4.8" horizontal)  
 Third page (2.3"x9.75" vertical, 7.5"x3" horizontal)  
 Quarter page (3.6"x4.8" vertical, 4.875"x3.6" horizontal)  
 Sixth page (2.3"x4.8" vertical 4.875"x2.3" horizontal)  
 Eighth page (3.6"x2.3" horizontal only)  
 Directory (2.3"x1.5" horizontal only)

### Deadlines:

#### Conference Issue:

April 5 - ad close deadline  
 April 10 - artwork due  
 April 25 - mailing date

#### Back-To-School Issue:

August 5 - ad close deadline  
 August 10 - artwork due  
 August 25 - mailing date

#### Winter Issue:

Dec 1 - ad close deadline  
 Dec 10 - artwork due  
 Dec 27 - mailing date

### Cost/Issue:

Outside Back	\$900
Inside Front	\$675
Inside Back	\$600
Full Page	\$450
Half Page	\$350
Third Page	\$250
Quarter Page	\$175
Sixth Page	\$125
Eighth Page	\$75
Directory	\$35

### NEED AN AD DESIGNED?

We've got a designer who can help you! Contact [marketing@homeschooliowa.org](mailto:marketing@homeschooliowa.org) for more information.