



capitol day 2020

March 16, 2020 • Iowa State Capitol • Des Moines, Iowa



Sponsorship Options

LEGISLATIVE INFORM Sponsorship \$150

- Sponsor logo and hyperlink on our Capitol Day website event page
- Sponsor Logo in our recap of the event in the Spring 2020 *Homeschool Iowa* magazine
- Sponsor mentioned on signage at Capitol Day
- Facebook shout-out for Sponsor in Capitol Day Facebook event

LEGISLATIVE REACH Sponsorship \$250

All benefits of the INFORM level Sponsors PLUS:

- Sponsor promotional advertisement (600x600 pixels) placed with hyperlink in a *Homeschool Iowa* Capitol Day promotional e-blast sent to 6500+ households
- Sponsor-provided flier, no larger than 8.5"x11" included in attendee packet.

LEGISLATIVE CONNECT Sponsorship \$500

All benefits of the REACH level Sponsors PLUS:

- Sponsor highlight post on our main Facebook Page
- Sponsor spotlighted in announcements at Capitol Day
- 1/8 page ad in any 2020 issue of the *Homeschool Iowa* magazine

LEGISLATIVE IMPRESS Sponsorship \$750

All benefits of CONNECT level Sponsors PLUS:

- Sponsor highlight post in our closed Facebook *Homeschool Iowa* Discussion Group
- One dedicated e-blast to *Homeschool Iowa* members anytime in the 2020 Calendar Year or a 1/2 page full color ad in any 2020 issue of the *Homeschool Iowa* magazine

Specific Needs Sponsorship Opportunities:

Coffee Sponsorship: \$150

- Sponsor logo and hyperlink on our Capitol Day website event page
- Sponsor logo in our recap of the event in the Spring 2020 *Homeschool Iowa* magazine
- Sponsor mentioned on signage at Capitol Day
- Facebook shout-out for Sponsor in Capitol Day Facebook event

Refreshment Sponsorship: \$150

- Same benefits as Coffee Sponsor

ADDITIONAL OPPORTUNITY: Marketing Materials Distribution: \$50

Advertiser-provided flyer,
no larger than 8.5"x11"
included in attendee packets
(Quantity 250 pieces)



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OTHER ADVERTISING OPPORTUNITIES

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

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

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