



# Reach

## Iowa Homeschooling Families



### **DIGITAL Advertising**

- E-Blast Advertisements to Our Full Mailing List
- E-News Advertisements to Our Members
- Facebook Advertisements to Our Followers



### **ONSITE Advertising**

- Homeschool Iowa Event Exhibits
- Homeschool Iowa Event Sponsorships
- Event Attendee Bag Inserts & Projected Ads



### **PRINT Advertising**

- Conference Program Advertisements
- Graduation Program Advertisements

<https://homeschooliowa.org/advertising/>



# Digital Advertising



## E-Blast Advertisements

- Sent to our full mailing list of ~7500 families
- \$360 for an ad featuring your content only  
You supply desired graphic, text, subject line & URL
- \$125 for an ad placed within an e-blast promoting one of our Homeschool Iowa events  
You supply desired graphic & URL

## E-News Advertisements

- Sent to our member mailing list of over 800 families
- \$60 for an interior ad within the Member Update E-News  
You supply desired graphic & URL

## Facebook Advertisements

- Posted on our Facebook page with ~8500 followers
- \$60 per ad featuring your content only  
You supply desired graphic and/or text & URL
- \$50 for an ad placed within a Facebook event for one of our Homeschool Iowa events  
You supply desired graphic & URL



# Onsite Advertising



## Conference Exhibits & Workshops

- Exhibit Hall display options starting at \$275
- Exhibitor workshops available for \$75
- Special Track display options starting at \$150

## Conference Sponsorships

- Full Conference sponsorships starting at \$250
- Special Track sponsorships available for \$500

## Conference Bags & Projected Ads

- Conference attendee bag inserts starting at \$125
- Conference keynote room projected ads are \$75

## Capitol Day Sponsorships

- Capitol Day sponsorships starting at \$150

## Capitol Day Attendee Bags

- Capitol Day attendee bag inserts starting at \$50



# Print Advertising



## Conference Program Ads

- Conference program distributed to over 500 families
- \$300 full page ad
- \$150 half page ad
- \$75 fourth page ad

## Graduation Program Ads

- Graduation program distributed at service
- \$100 full page ad
- \$50 half page ad