



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 sponsor@homeschooliowa.org.

Current Advertising Options:

E-Blasts: Digital ads sent to our growing email list, currently over 7200 entries, with an average open rate of 15%. Limited availability.

Member Updates: Digital ads sent to all of our current members with an average open rate of 40-50%.

Print and Online Magazine: Print magazine distributed to 4500 Iowa families each April and August. Digital version also available on our website.

Social Media: Sponsored posts available on our Facebook page and in our private discussion group on a limited basis.

Updated 12/2020

Year-Round Digital Advertising

E-Blast Ads

Would you like to stand out? Be noticed? Drive traffic directly to your website? Tell homeschoolers about a special offer? You have an effective way to do just that through Homeschool Iowa. Reach out to over 7200 households through our bi-monthly dedicated e-blast service.

E-BLAST Ads:

Cost: \$360

Frequency: Bi-Monthly

E-Newsletter Ads

Our exclusive members-only e-newsletter, full of resources and information on upcoming events and opportunities for Iowa homeschooling families is emailed twice a month, to a circulation of about 800 Homeschool Iowa member families.

E-NEWS Ads:

Cost: \$60

Frequency: Bi-Monthly

Facebook Shout-Out Ads

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 messages about your products and services. These posts can be targeted to specific geographic areas of the state.

FACEBOOK Ads:

Cost: \$30

Frequency: Bi-Weekly

Homeschool Iowa Magazine

Our full-color, bi-annual magazine is distributed free to 4500 households across Iowa. Each print issue is also offered in digital form on our website, 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 registration deadline 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:

March 20 - Ad registration deadline
 March 25 - Ad artwork due
 April 5 - Magazine mailing date

Back-to-School Issue:

July 20 - Ad registration deadline
 July 25 - Ad artwork due
 August 5 - Magazine mailing date

Cost/Issue:

Outside Back	\$920
Inside Front	\$695
Inside Back	\$620
Full Page	\$470
Half Page	\$370
Third Page	\$270
Quarter Page	\$195
Sixth Page	\$145
Eighth Page	\$95
Directory	\$55

NEED AN AD DESIGNED?

We have a designer who can help you! Contact marketing@homeschooliowa.org for more information.