

A photograph of a diverse group of children and adults sitting in an audience. In the foreground, a young girl with long blonde hair is smiling and clapping. Next to her, a boy in a blue shirt is also clapping. Behind them, another girl is visible, and further back, a woman is clapping. The atmosphere appears to be a celebratory or educational event.

MEDIA KIT 2022

REACH TEXAS HOMESCHOOL FAMILIES ONLINE & IN PERSON





THSC IS *THE* INFORMATION SOURCE FOR TEXAS HOMESCHOOL FAMILIES.

Texas Home School Coalition has been serving Texas homeschool families for 35 years. THSC publishes the monthly *Home Educator Express* and *Family Freedom Caller*; provides resources for homeschool families on two websites, THSC.org and HomeEducator.com; and maintains a presence on Facebook, Twitter, Instagram, and YouTube.

“THSC has been a vital partner in helping us reach a truly vibrant and excelling portion of the educational system in Texas, the oft forgotten homeschoolers. . . Without them, many vital friendships would not have been made.”

- Scott Mauser, Administrator, Alpha Omega Institute

NO OTHER ORGANIZATION REACHES AS MANY TEXAS HOMESCHOOL FAMILIES AS THSC.

TARGET MARKET Texas families with school-age children taught at home, as well as potential home educators. The economic climate in Texas is very healthy, and our readers have the means to purchase the products they need to educate their children. This audience makes up more than 10% of the nation's homeschooling population.

THSC exists to protect and support Texas homeschool parents and families to raise and educate their children in a bona fide manner. We welcome all advertisers seeking to provide products or services intended to assist our audience towards that stated mission. THSC reserves the right to refuse or recommend adjustments to ads.

BEGAN THSC—1986

MEDIA TYPE Website, email newsletters, social media

WEBSITES THSC.org and HomeEducator.com

CIRCULATION 16,000+ subscribers (Home Educator Express)
12,000+ subscribers (THSC Events Emails)
10,000+ subscribers (Family Freedom Caller)
5,000+ subscribers (THSC Member Advocacy Emails)
900,000+ (average monthly online reach)

PUBLISHER Tim Lambert, President
Texas Home School Coalition
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A group of diverse children and a woman are smiling and posing for a photo in front of a large, colorful, abstract sculpture. The woman is standing behind the children, and they are all looking towards the camera. The background is a museum or gallery space with other exhibits visible in the distance.

THSC BY THE NUMBERS

HOME EDUCATOR EXPRESS

monthly e-newsletter
distributed to engaged
email readership of
more than

16,000
(average open
rate of 23%)!

FAMILY FREEDOM CALLER

sent to more than

10,000
engaged email
subscribers
bi-monthly
(average open
rate of 30%)!

THSC'S
WEBSITES
draw more than
50,000
unique visitors
per month.

**90% OF
RESPONDENTS**
live in the DFW, San
Antonio, Austin,
or Houston
metropolitan areas.



THSC AUDIENCE STATISTICS

81%

of respondents are
between the ages of
30 and 50.

61%

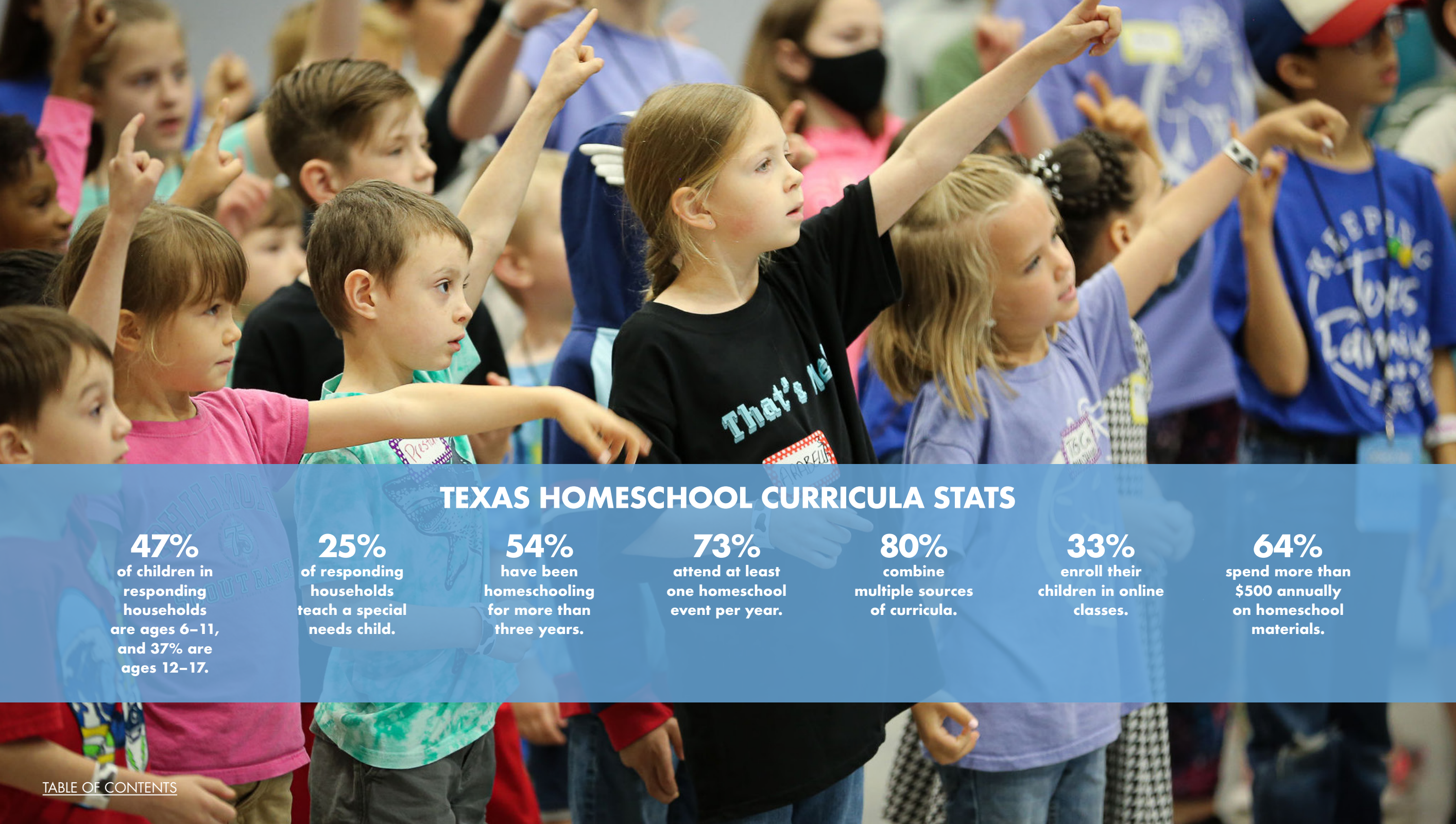
of THSC's audience
has a college degree.

74%

have an income
of over \$40,000
annually, with 35%
earning more than
\$80,000 per year.

80%

of respondents
identify as
Christian.



TEXAS HOMESCHOOL CURRICULA STATS

47%

of children in responding households are ages 6–11, and 37% are ages 12–17.

25%

of responding households teach a special needs child.

54%

have been homeschooling for more than three years.

73%

attend at least one homeschool event per year.

80%

combine multiple sources of curricula.

33%

enroll their children in online classes.

64%

spend more than \$500 annually on homeschool materials.



GUIDELINES FOR E-ADVERTISING

- All advertising must be paid in full 2 weeks prior to the run date.
- Final artwork is due 2 weeks prior to the run date.
- For email advertising, THSC will provide a proof email prior to the scheduled run date. Advertiser approval will be required. In the event the advertiser does not reply to the proof email, THSC will approve the proof and send.
- Advertiser understands that if these deadlines are not met, THSC cannot ensure the ad will be sent on the desired date or another date thereafter.

REACH TEXAS HOMESCHOOL FAMILIES EVERY DAY!



THSC.ORG WEB BANNERS

Texas Homeschool Coalition's
main site, Texas-focused, laws,
policy, events



HOMEEDUCATOR.COM WEB BANNERS

Website for
homeschool families

THSC.ORG — WEB BANNERS

Your ad will be placed on 700+ pages of THSC.ORG (except the homepage and select other pages due to technical compatibility). THSC.org receives more than 30,000 visits per month.

RATES AND POSITION OPTIONS:

- **PREMIUM** banner position (\$600/month) — Top placement in the upper left-hand sidebar. Can be seen without scrolling on most pages with the exception of mobile devices, where the banner will be located at the bottom of the page. Up to four banners rotated every 4-5 seconds. Specifications: 300 x 250 pixel JPEG or PNG file, with link.
- **STANDARD** banner position (\$450/month) — Placed within content. Must scroll to view on most pages. Up to four ads rotated every 4-5 seconds. Specifications: 728 x 90 pixel JPEG or PNG file, with link.

NOTE: Discounts are offered for multiple months which may be either consecutive or non-consecutive:

PREMIUM DISCOUNTS

3 months: \$100 off total
6 months: \$350 off total
12 months: \$1,000 off total

STANDARD DISCOUNTS

3 months: \$75 off total
6 months: \$250 off total
12 months: \$750 off total



HOMEEDUCATOR.COM — WEB BANNERS

Your ad will be placed on 75+ pages of HOMEEDUCATOR.COM (except the homepage and select other pages due to technical compatibility).

RATES AND POSITION OPTIONS:

- **PREMIUM** ad position (\$150/month) — Top placement in the upper left-hand sidebar. Can be seen without scrolling on most pages with the exception of mobile devices, where the banner will be located at the bottom of the page. Up to four banners rotated every 4-5 seconds. Specifications: 300 x 250 pixel JPEG or PNG file, with link.
- **STANDARD** ad position (\$100/month) — Placed within content. Must scroll to view on most pages. Up to four ads rotated every 4-5 seconds. Specifications: 728 x 90 pixel JPEG or PNG file, with link.

CURRICULUM RESOURCE LISTING

1 YEAR PLACEMENT—\$600

List your curriculum on one of the most popular pages with new homeschoolers, on both THSC.org and HomeEducator.com. We will place your hyperlink and logo on our webpage. Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.



COMMUNITY RESOURCE LISTING

1 YEAR PLACEMENT—\$100

Local community resources are important to homeschool families. Be sure they find your program or event.

Purchase of this listing provides one year of placement on the HomeEducator.com Community Resource page. This enables homeschool families searching for resources from THSC.org and HomeEducator.com to easily locate your services for their students.

WE JUST NEED THE FOLLOWING DETAILS FOR YOUR LISTING:

- Name (contact info for private use)
- Email (contact info for private use)
- Phone (contact info for private use)
- Name of business (for public listing)
- Type of service offered to homeschool families (for public listing, choose one of the following):
 - Academic classes
 - Extracurricular activities
 - Field trips
 - Events
 - Tutors
 - Therapy providers &/or special needs services
 - Homeschool materials & curriculum
 - Virtual/remote/online options
- City (for public listing) • State (for public listing) • Zip code (for public listing)
- Contact email (for public listing)
- Contact phone number (for public listing)
- AND/OR website (for public listing)

EMAIL & BLOG ADS

Social media, product review,
monthly newsletter, giveaway & more!



EMAIL SPONSORSHIP — HOME EDUCATOR EXPRESS

Home Educator Express is a monthly e-newsletter which is sent to 16,000+ highly engaged unique email subscribers. The average open rate is 23%. Sponsorship opportunities are available!

PACKAGE OPTIONS

SILVER SPONSORSHIP: Sponsor mention/promotion and linked logo in body of email.
Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.

- 1-Month Sponsorship (1 distribution): \$500
- 3-Month Sponsorship (3 distributions): \$1,250
- Annual Sponsorship (12 distributions): \$5,000

GOLD SPONSORSHIP: Silver package plus 600 x 160 graphic in body of email.
Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

- 1-Month Sponsorship (1 distribution): \$750
- 3-Month Sponsorship (3 distributions): \$2,000
- Annual Sponsorship (12 distributions): \$7,500

PLATINUM SPONSORSHIP: Gold package plus featured product testimonial quote (testimonial to be provided by advertiser).
Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

- 1-Month Sponsorship (1 distribution): \$1,000
- 3-Month Sponsorship (3 distributions): \$2,500
- Annual Sponsorship (12 distributions): \$10,000



EMAIL SPONSORSHIP — FAMILY FREEDOM CALLER

Family Freedom Caller is a bi-monthly e-newsletter which is sent to 10,000+ highly engaged unique email subscribers. The average open rate is 30%. Sponsorship opportunities are available!

PACKAGE OPTIONS

SILVER SPONSORSHIP: Sponsor mention/promotion and linked logo in body of email. Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.

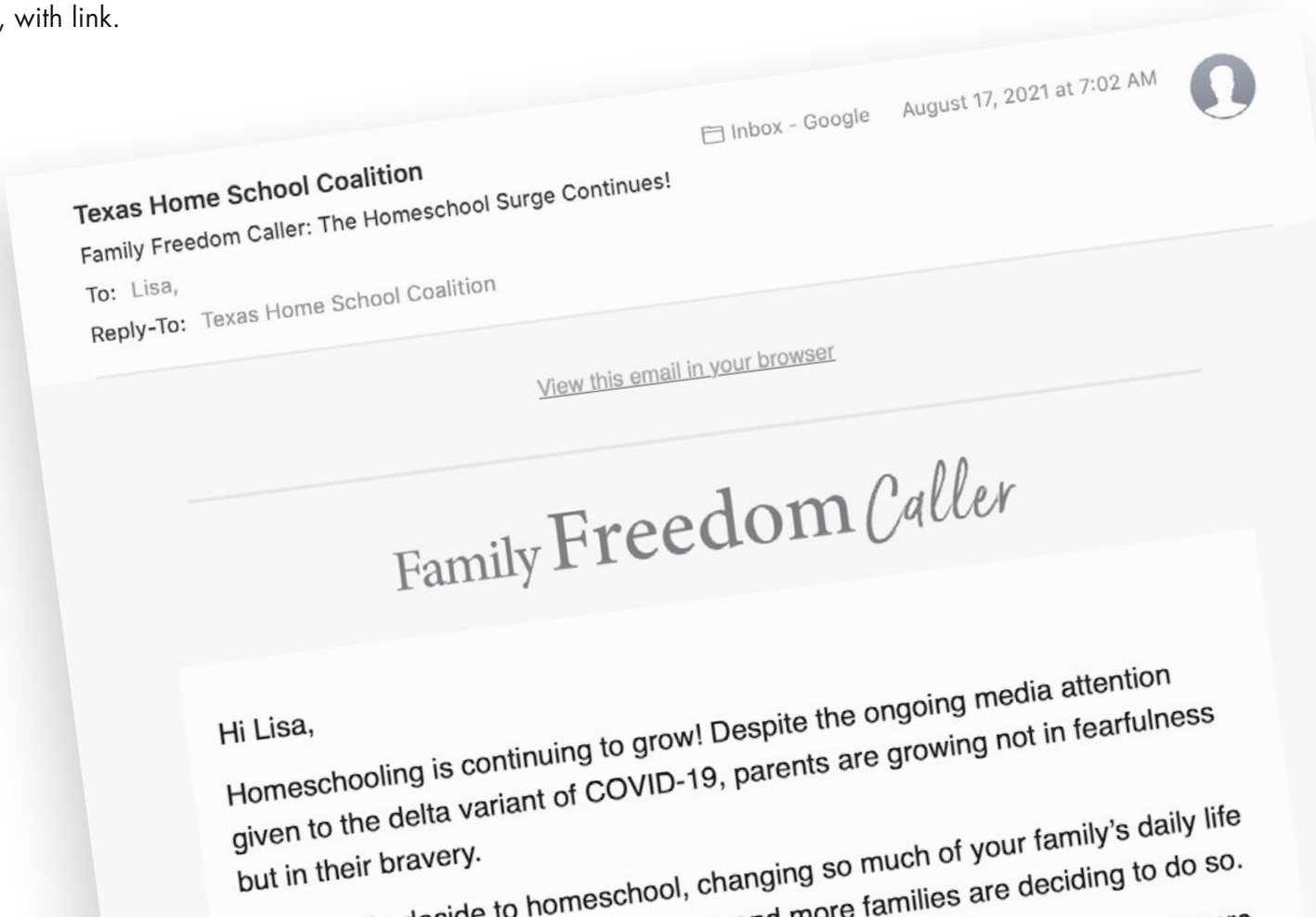
One-Time Sponsorship: \$400 1-Month Sponsorship (2 distributions): \$750 3-Month Sponsorship (6 distributions): \$2,000 Annual Sponsorship (24 distributions): \$7,500

GOLD SPONSORSHIP: Silver package plus 600 x 160 graphic in body of email.
Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

One-Time Sponsorship: \$650
1-Month Sponsorship (2 distributions): \$1,250
3-Month Sponsorship (6 distributions): \$3,500
Annual Sponsorship (24 distributions): \$12,500

PLATINUM SPONSORSHIP: Gold package plus a mention/promotion of the sponsor by THSC President Tim Lambert during FFC video (sponsor message subject to approval, assets/messaging must be provided at least one full week prior to FFC video recording).
Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

One-Time Sponsorship: \$900
1-Month Sponsorship (2 distributions): \$1,750
3-Month Sponsorship (6 distributions): \$4,500
Annual Sponsorship (24 distributions): \$17,500



EMAIL SPONSORSHIP — THSC EVENTS EMAILS

THSC Events Emails are sent at least once per month to 12,000+ highly engaged unique email subscribers, promoting upcoming THSC events. The average open rate is 23%. Sponsorship opportunities are available!

PACKAGE OPTIONS

SILVER SPONSORSHIP: Sponsor mention/promotion and linked logo in body of email. Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.

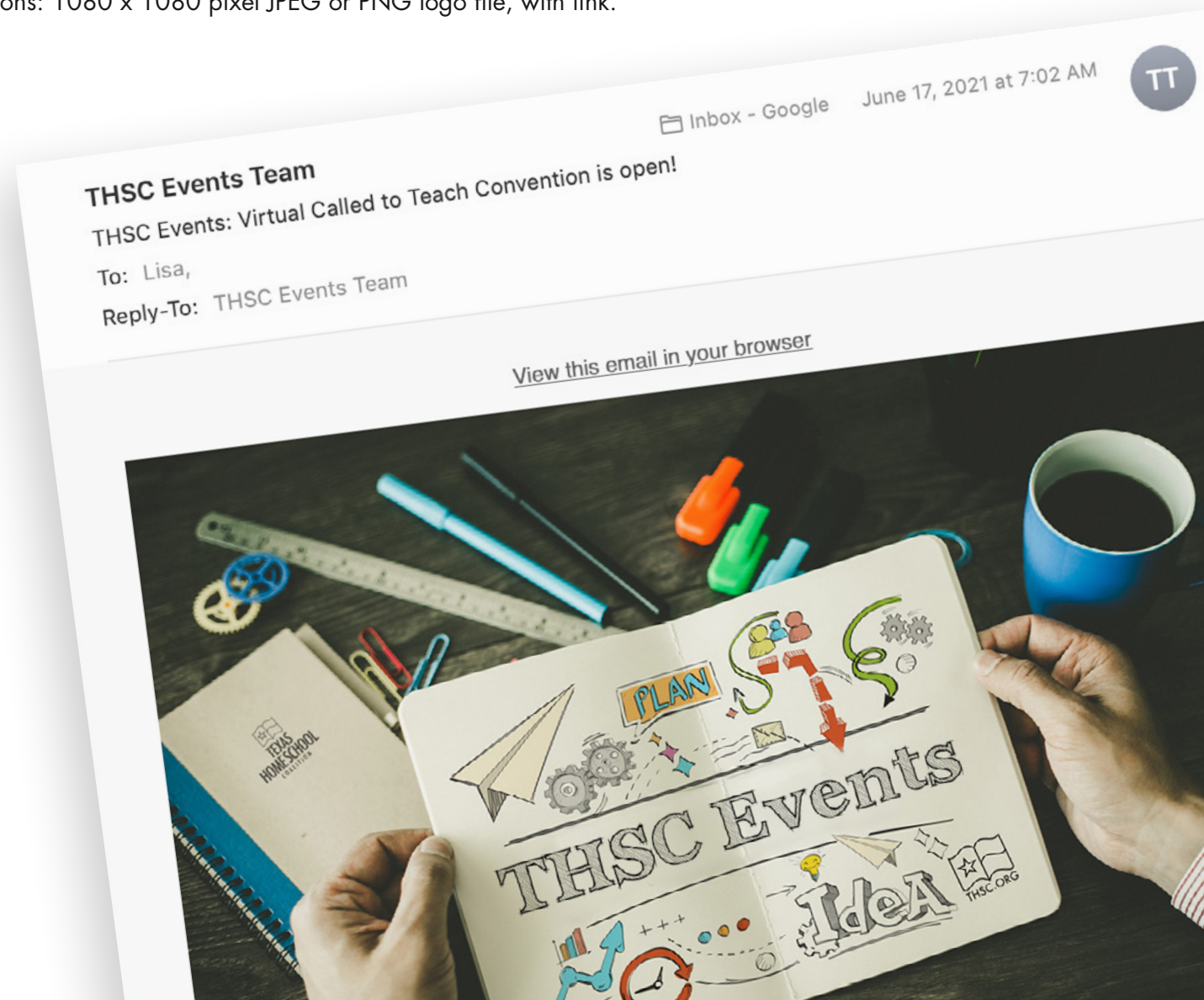
- 1-Month Sponsorship (1 distribution): \$300
- 3-Month Sponsorship (3 distributions): \$750
- Annual Sponsorship (12 distributions): \$3,000

GOLD SPONSORSHIP: Silver package plus 600 x 160 graphic in body of email. Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

- 1-Month Sponsorship (1 distribution): \$500
- 3-Month Sponsorship (3 distributions): \$1,250
- Annual Sponsorship (12 distributions): \$5,000

PLATINUM SPONSORSHIP: Gold package plus featured product testimonial quote (testimonial to be provided by advertiser). Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

- 1-Month Sponsorship (1 distribution): \$700
- 3-Month Sponsorship (3 distributions): \$1,750
- Annual Sponsorship (12 distributions): \$7,500



EMAIL SPONSORSHIP — THSC MEMBER ADVOCACY EMAILS

THSC Member Advocacy Emails are sent at least once per month to 5,000+ highly engaged unique email subscribers, highlighting THSC's work on behalf of member families. The average open rate is 24%. Sponsorship opportunities are available!

PACKAGE OPTIONS

SILVER SPONSORSHIP: Sponsor mention/promotion and linked logo in body of email.
Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.

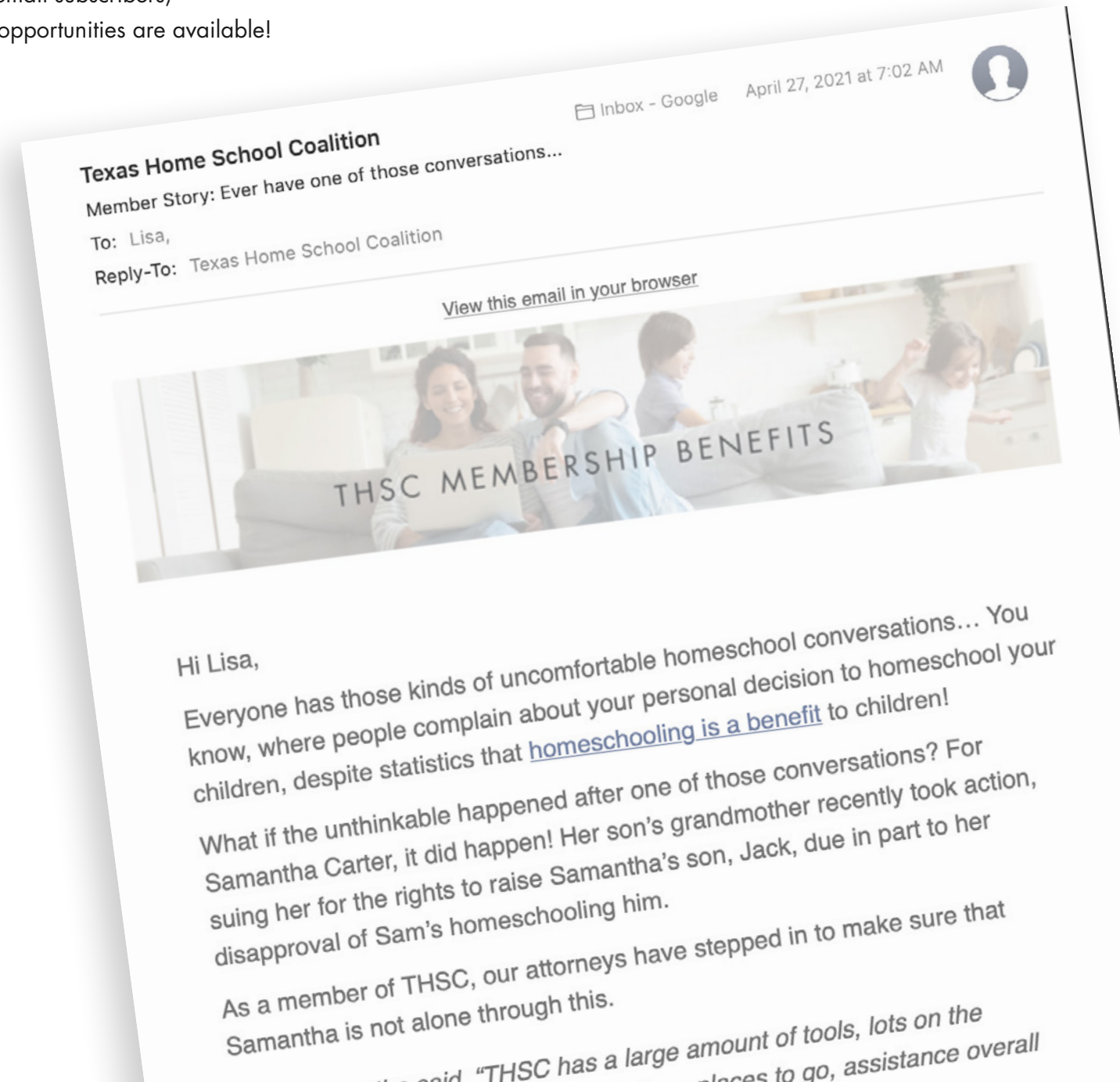
- 1-Month Sponsorship (1 distribution): \$300
- 3-Month Sponsorship (3 distributions): \$750
- Annual Sponsorship (12 distributions): \$3,000

GOLD SPONSORSHIP: Silver package plus 600 x 160 graphic in body of email.
Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

- 1-Month Sponsorship (1 distribution): \$500
- 3-Month Sponsorship (3 distributions): \$1,250
- Annual Sponsorship (12 distributions): \$5,000

PLATINUM SPONSORSHIP: Gold package plus featured product testimonial quote (testimonial to be provided by advertiser). Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

- 1-Month Sponsorship (1 distribution): \$700
- 3-Month Sponsorship (3 distributions): \$1,750
- Annual Sponsorship (12 distributions): \$7,500



EMAIL & BLOG — PRODUCT REVIEW

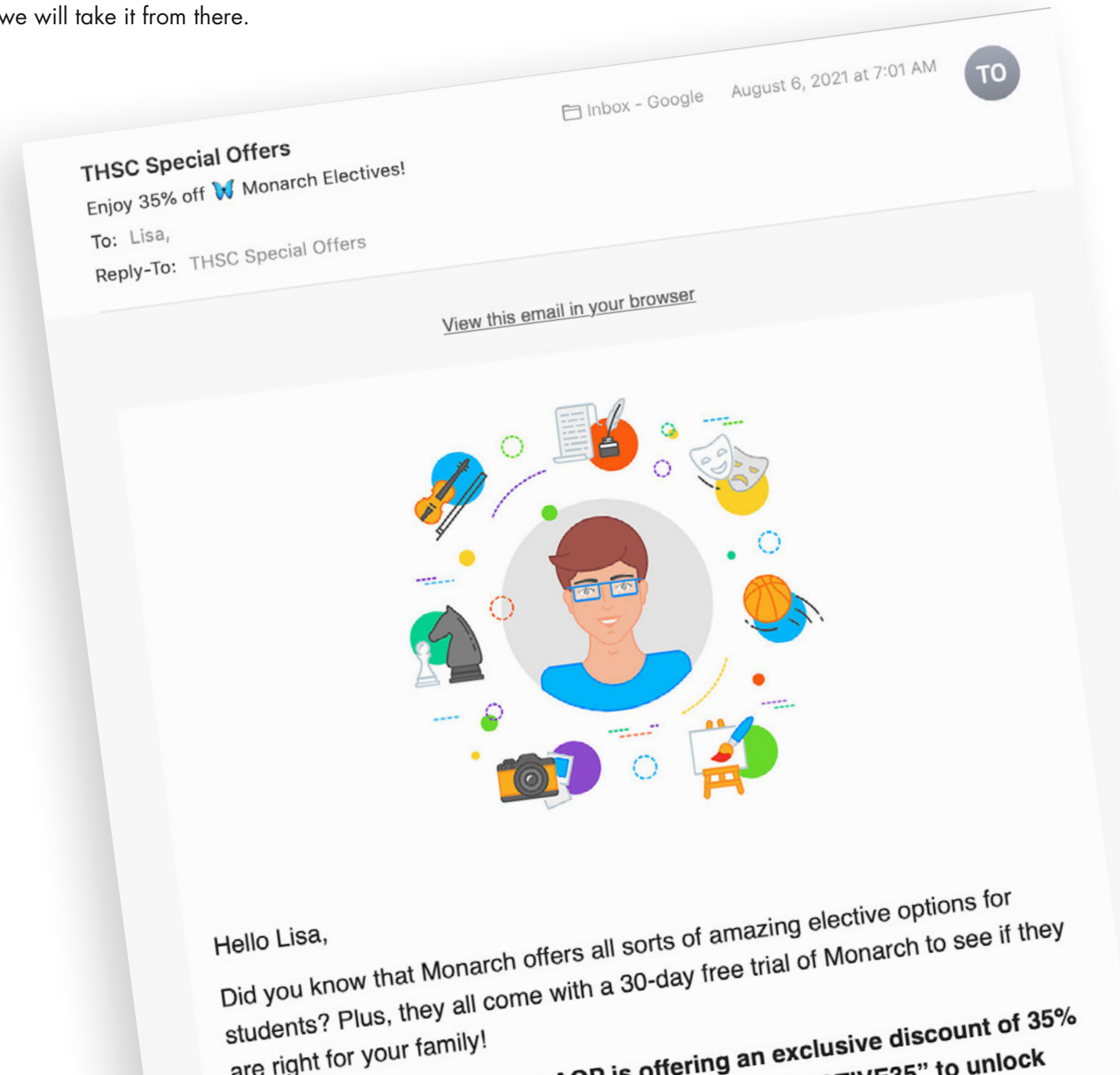
THSC will review and write a blog post about your product. The blog post will remain on THSC.org and HomeEducator.com in addition to being sent out via email. You provide the product, URL and a graphic of the product, and we will take it from there.

GUIDELINES

- 1 PRODUCT REVIEW — \$2,500
- The product being promoted must be directly related and highly relevant to homeschooling.
- The advertiser must provide a special offer (discount or free trial) that is exclusive to THSC's audience (i.e., is not available to the general public).
- Product reviews will be sent out via email.
- Product reviews will also be posted on THSC.org and HomeEducator.com as a blog post, with a link to the product being reviewed.
- Promotional offers are highly encouraged
- Product reviews will be scheduled based on the time required to review the product.
- Optional add-ons:
- \$100 to include Facebook posting.

PRODUCT REVIEW FORMAT

Products will be reviewed by a member of the THSC writing team who would most benefit using the product. We want to ensure that there is a good match between the product and the user. It is imperative that THSC receives a comprehensive description of the product so that we can best choose the reviewer. The product review blog post on THSC.org will include links to the product and the advertiser's website and remain on the site. Product reviews have the ability to impact product sales long after the review has been published.



EMAIL & BLOG — E-BLASTS BY GRADE

THSC Tips for Grade e-blasts are sent once per month to segmented lists of families categorized by grade level, providing useful tips appropriate for the grades they are teaching. The average open rate is 30%. Sponsorship opportunities are available!

The following categories are available, with the number of subscribers to each list:

- Elementary: 3,000+ subscribers
- Middle School: 1,500+ subscribers
- High School: 1,500+ subscribers

PACKAGE OPTIONS

Each category of the Tips for Grade e-blast (Elementary, Middle School, and High School) is \$150 per month for the following benefits:

- Sponsor mention/promotion in body of email.
- Linked logo in body of email.

Multiple categories may be purchased in any combination for any number of months. Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.



EMAIL & BLOG, WEB & SOCIAL MEDIA — GIVEAWAY

Looking for a unique way to connect with Texas homeschoolers? THSC would love to partner with you in offering new and existing THSC subscribers your product in our monthly giveaway. Only 4 openings annually (once per quarter), so reserve your spot quickly!

Do you have a product, destination or event you want to promote to the Texas homeschool community? You provide the artwork and the prize, and we will do the rest. THSC will notify you of the winner's name at the completion of the contest, and then you deliver the prize!

RATE AND GIVEAWAY BENEFITS

1-MONTH GIVEAWAY — \$3,000

- Promotion on THSC websites
- Email marketing (featured in THSC's e-newsletters),
- Social media advertising worth \$150 on Facebook
- THSC will share new subscriber names and addresses (email or physical).

DETAILS

- Advertiser will send graphics to their THSC representative, as listed under the "Images Needed for Giveaway" section.
- Giveaway promoted on THSC.org and HomeEducator.com websites, with premium and standard web banners.
- Giveaway promoted on Facebook and Instagram, with THSC spending \$150 in Facebook ads for giveaway.
- 4-6 promotional posts made on Facebook, Instagram and Twitter.
- Using the graphics given, THSC will announce the giveaway in our newsletters for that month—Family Freedom Caller (bi-monthly) and Home Educator Express (monthly).
- THSC will select and notify the winner.
- THSC will inform the advertiser of the winner's address
- Advertiser must deliver a prize to the winner within 15 days of receiving the winner's name.
- Winner will be announced via THSC social media outlets as such: Congratulations to Jane D., winner of

IMAGES NEEDED FOR GIVEAWAY

- Company logo: W 1080 x H 1080 pixels
- Facebook: W 1200 pixels x H 630 pixels
- Twitter: W 506 pixels x H 253 pixels
- Homepage slider: W 740 pixels x H 400 pixels
- Instagram: W 1080 pixels x H 1080 pixels

SOCIAL MEDIA — FACEBOOK & INSTAGRAM

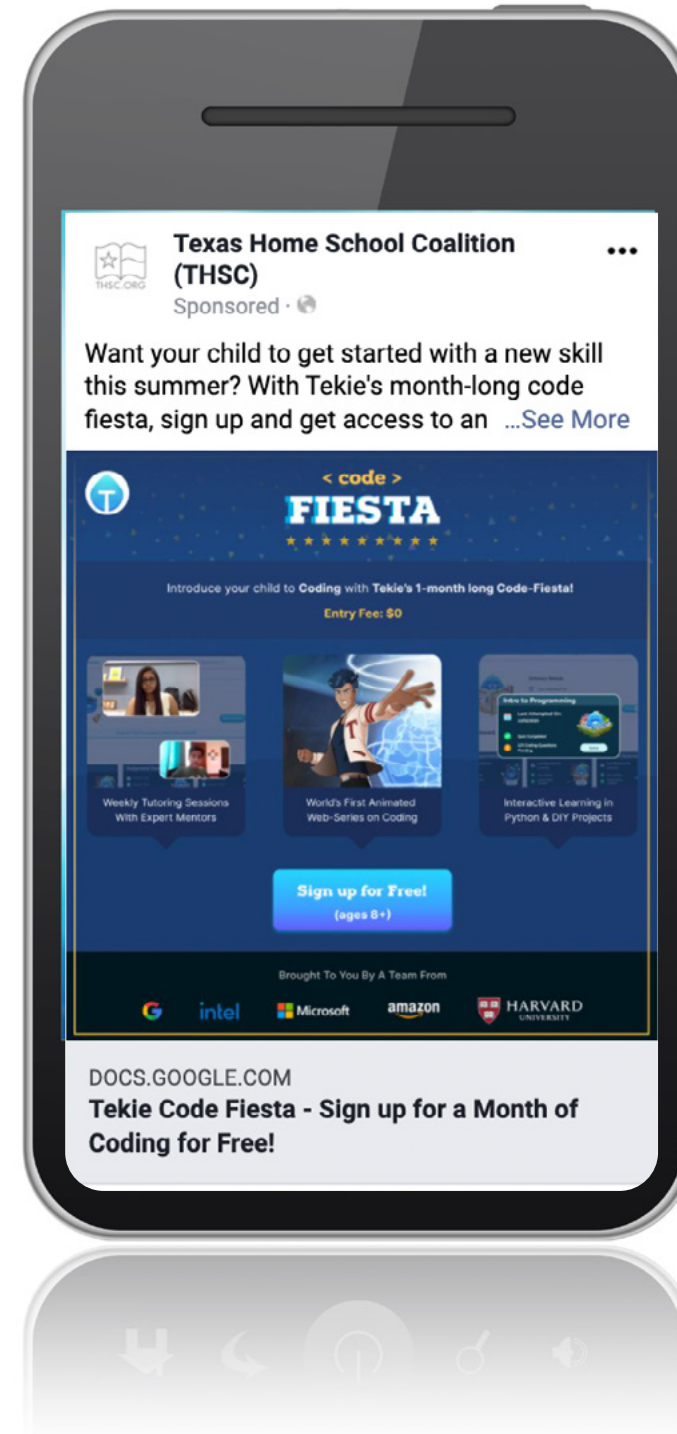
FACEBOOK ADVERTISING CAMPAIGN

Facebook advertising campaign to THSC Facebook audience (47,000+ followers, 900,000+ average monthly online reach)

- THSC runs campaign to Facebook audience on advertiser's behalf
- Offered in preset increments: 3-day campaign (\$300), 7-day campaign (\$550), 14-day campaign (\$975), 30-day campaign (\$1,950)
- Custom campaign: [Daily ad spending] x [number of days] + 25% + \$100 for post and customization
- Specifications: Please submit ad text (no more than 100 characters), link and graphic/video at least 1 week in advance of your desired run date, to allow for review and revision if needed.

“PRODUCTS WE LOVE” INSTAGRAM STORY SERIES

- 1-MONTH INSTAGRAM SERIES — \$1,500
- Once a week each month, THSC will share an Instagram story discussing your product or service and sharing a positive customer review.
- 4 advertiser mentions per month, with a very organic endorsement.
- Advertiser to re-share all Instagram stories.
- Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 4 positive customer reviews.



IN-PERSON — FUN AND EDUCATIONAL HOMESCHOOL EVENTS



CONVENTIONS

Reach thousands of attendees at THSC's two Called to Teach Homeschool Conventions in Spring 2022: one in Allen, Texas and one in The Woodlands, Texas. Place an insert into the registration bags given to each attending family, or become a valued sponsor. Limited advertising space is also available in THSC's Convention app. For more Convention information, please email sales@thsc.org.

[VIEW CONVENTION SPONSORSHIP](#)



GALA

Black-tie fundraising event held in October 2022 at The Woodlands Resort in The Woodlands, Texas. Sponsorships are available. Please email sales@thsc.org for more information.

[VISIT THSC.ORG/GALA](https://thsc.org/gala)



CAPITOL DAYS

THSC hosts hundreds of attendees at Capitol Days in the spring during legislative years. Support homeschoolers as they learn about how the Texas government works, lobby for pro-family bills, and meet with elected representatives and senators. The dates for the 2023 Capitol Days will be released in 2022.

[VISIT THSC.ORG/CAPITOLDAYS](https://thsc.org/capitoldays)



For more information contact us at:
sales@thsc.org

