REACH TEXAS HOMESCHOOL FAMILIES
ONLINE & IN PERSON
“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. Not a small portion either, with approximately 300,000 homeschoolers, the largest of any state.

We have on several occasions filled most of our spots for annual Creation Vacations or have planned a new teaching trip because of this bridge. THSC has been crucial in helping us reach a population that we can serve and grow with. 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  Email newsletter and electronic web version

WEBSITES  THSC.org and HomeEducator.com

CIRCULATION  32,000+ subscribers (Home Educator Express)
               60,000+ subscribers (Family Freedom Caller)
               650,000+ (average monthly online reach)

PUBLISHER  Tim Lambert, President
            Texas Home School Coalition
            PO Box 6747, Lubbock TX 79493
            806-744-4441 | 806-744-4446 (fax)
REACH TEXAS HOMESCHOOL FAMILIES WITH THSC ADVERTISING OPTIONS
For more information contact sales@thsc.org.

WHY ADVERTISE WITH THSC

WEBSITE OPPORTUNITIES:

THSC.ORG
Texas Home School Coalition’s official website

HOMEEDUCATOR.COM
Popular homeschool website sponsored by THSC

EMAIL & BLOG OPPORTUNITIES:

HOME EDUCATOR EXPRESS
The in-the-know education resource E-Letter!

FAMILY FREEDOM CALLER
Share your part in Keeping Texas Families Free!

SINGLE ADVERTISER, STANDALONE ADBLAST
You’ve got our attention, now tell others what you’re about!

GIVEAWAY
A man’s gift makes room for him and brings him before great men” Prov. 18:16.

PRODUCT REVIEW
High rating show-and-tell about what you offer!

GUIDELINES & INSTRUCTIONS

EVENT OPPORTUNITIES:

CONVENTION SPONSORSHIP PACKAGES
Contact sales@thsc.org.

CONVENTION EXHIBITORS
Contact eventstaff@thsc.org

THSC GALA & FUNDRAISER SPONSORSHIP
Join THSC and celebrity guests in support of Texas homeschool rights.

CAPITOL DAYS SPONSORSHIPS
Educational fieldtrips at the State Capitol. Contact sales@thsc.org.

INSERTION ORDER
WHY ADVERTISE WITH THSC?

For more information contact sales@thsc.org.

THSC BY THE NUMBERS

- Monthly Home Educator Express e-newsletter distributed to engaged email readership of more than 32,000!
- Monthly Family Freedom Caller sent to more than 60,000 email subscribers!
- THSC’s websites draw more than 42,000 unique visitors per month logging more than 200,000 individual page views.
- 90% of respondents live in the DFW, San Antonio, Austin, or Houston metropolitan areas.
- 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.
Reach Texas homeschool families every day!

Website

THSC.ORG  NATIVE WEB ADS
Texas Homeschool Coalition main site, Texas-focused, laws, policy, events

PAGE 7

HOMEEDUCATOR.COM  NATIVE WEB ADS
Newly-launched website for homeschool families.

PAGE 8
THSC.ORG — NATIVE WEB ADS

Your ad will be placed on all pages of THSC.ORG with the exception of the homepage. THSC.org receives more than 30,000 visits per month.

Rates and Position Options

- **1 PREMIUM ad position ($450/month)** — Top placement in the left sidebar. Can be seen without scrolling on most pages with the exception of mobile devices, where the ad will be located at the bottom of the page. Up to four ads rotated every 4-5 seconds.

- **1 STANDARD ad position ($375/month)** — Placed within content. On most pages must scroll to view.
  Up to four ads rotated every 4-5 seconds.

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

**PREMIUM**

3 months: $50 off total
6 months: $200 off total
12 months: 1 month free ($450 value)

**STANDARD**

3 months: $25 off total
6 months: $150 off total
12 months: 1 month free ($375 value)

View page 15 for “Instructions to provide your native email and web ads”

For more information contact sales@hsc.org.
HOMEEDUCATOR.COM — NATIVE WEB ADS

Your ad will be placed on all sidebars of HOMEEDUCATOR.COM with the exception of the homepage.

Rates and Position Options

- **1 PREMIUM ad position ($90/month)** — Top placement in the left sidebar. Can be seen without scrolling on most pages with the exception of mobile devices, where the ad will be located at the bottom of the page. Up to four ads rotated every four to five seconds.

- **1 STANDARD ad position ($75/month)** — Placed within content. On most pages must scroll to view. Up to four ads rotated every 4-5 seconds.

View page 15 for “Instructions to provide your native email and web ads”

For more information contact sales@thsc.org.

CURRICULUM RESOURCE LISTING

1 Year placement—$450

List your curriculum on one of the most popular pages with new homeschoolers on the THSC.org and HomeEducator.com web pages. Your curriculum will be listed for one year beginning in January (no prorating). We will place your hyperlink and logo on our webpage. We have the following categories:

- Classical Education for Homeschool
- Charlotte Mason-Style Homeschool
- Montessori for Homeschool
- University Model Homeschool
- Unit Studies
- School at Home
- Eclectic Homeschool
- Unschooling
- Other Resources
EMAIL & BLOG ADS

Dedicated adblast, product review, monthly newsletter, giveaway & more!
Home Educator Express is an e-newsletter which is sent to 32,000+ unique email addresses monthly. There are three ad positions available:

- Premium (just under header, 600 x 200 pixels) $375
- Standard (below first article, 600 x 160 pixels) $275
- Announcement/Basic (below Homeschool Happenings Calendar, 600 x 130 pixels) $200

We also offer a “Takeover,” which includes all ad units in the e-newsletter, providing you with high value and maximum visibility. The price for a takeover is $800.

View page 15 for “Instructions to provide your native email and web ads”

For more information contact sales@thsc.org.
**Family Freedom Caller** is an e-newsletter which is sent to over 60,000 unique email addresses monthly. There are three ad positions available:

- **Premium** (just under header, 600 x 200 pixels) $300
- **Standard** (below first article, 600 x 160 pixels) $225
- **Basic** (below Tim Lambert Tweets, 600 x 130 pixels) $150

You may also purchase an “FFC Sponsorship,” which includes all ad units in the e-newsletter, providing you with high value and maximum visibility. The price for an FFC Sponsorship is $600.

View page 15 for “Instructions to provide your native email”

For more information contact sales@thsc.org.
EVERY THURSDAY

Rates (Full List)
$900 single placement
$875 each for two placements
$850 each for 3+ placements

Rates (Follow-up/Targeted)
• Send a follow-up AdBlast to subscribers in any of the following categories: un-opened, opened, and clicked through. $350 per category.
• Send a geographically targeted AdBlast to any of the following metro areas (50-mile radius): DFW, San Antonio, Houston, and Austin. $300 per targeted area.

Specs
• Single graphic with one link, or HTML
• 600 pixels or less horizontally
• Ad can be as long vertically as you wish
• Keep in mind that Gmail clips ads more than 120 KB
• HTML: All images must be hosted and referenced remotely.
• THSC advises that subject lines be 6-10 words long. 8 is best.
• Avoid using terms such as “Free,” “%,” and “[Amount] Off” in your subject line, as these result in lower open rates.
• THSC reserves the right to request changes to AdBlast subject lines and graphics.

SOCIAL MEDIA ADD-ON

• 1 Facebook post to THSC Facebook page (39,000+ followers), 650,000+ (average monthly online reach)
• $75 per post
• In order to unlock this add-on benefit, we require advertisers to have spent a minimum of $2,000 in other advertising avenues of THSC OR to have purchased a product review and for an additional $75 to reserve a Facebook post. We will share your review on Facebook.
• Optional: boost Facebook post for cost + 20% (example: $100 boost = $120 fee)
• Please submit post materials at least 3 days in advance of your desired run date, to allow for review and revision if needed.

For more information contact sales@thsc.org.
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 12 openings annually, 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!

**Rates and Giveaway Options**

- **Big-Ticket Giveaway** (item value $250+): One month of promotion on THSC websites (widgets/homepage slider/pop-ups), email marketing (featured in THSC’s e-newsletters), social media and $150 in Facebook advertising.

  Your cost: $1,200 + cost of the giveaway item.

- **Small Item Giveaway** (digital product, online lessons etc., or physical item where you provide free shipping): In addition to the promotional benefits of the Big-Ticket Giveaway, we will share the new subscriber names and addresses (email or physical) necessary for you to deliver the freebies.

  Your cost: $1,000 + items to give away.

**Details**

- Advertiser will send their logo to their THSC representative. Concept art can be used to promote the prize (exceptions apply).
- In the case of an exception artwork displaying the prize will be needed.
- Giveaway promoted on THSC.org and HomeEducator.com website home pages, with a widget on every webpage

- Giveaway promoted on every THSC social media platform with the exception of YouTube
- 4-6 promotional posts made on Facebook, Instagram and Twitter.
- THSC will spend $150 in Facebook and Instagram ads for giveaway
- Using the graphic/logo given, we will announce the giveaway in our newsletters for that month—Family Freedom Caller (weekly) and Home Educator Express (monthly)
- THSC will notify winner
- THSC will advise giveaway organization of winner’s address
- Giveaway organization must deliver prize to winner within 15 days of receiving winner’s name
- Winner will be announced via THSC social media outlets as such: Congratulations to Jane D., winner of _______.

**Images Needed for Giveaway**

- 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
- E-blast: See native ad instructions, page 12
- Instagram:
  - Square (preferred): W 1080 pixels x H 1080 pixels, minimum W 600 pixels x H 600 pixels
  - Landscape (preferred): W 1080 pixels x H 607 pixels, minimum W 600 pixels x H 337 pixels
  - Portrait (preferred): W 1080 pixels x H 1350 pixels, minimum W 960 pixels x H 1200 pixels

For more information contact sales@thsc.org.
EMAIL & BLOG — PRODUCT REVIEW

THSC will review and write a blog post about your product. The blog post will remain on THSC’s website in addition to being sent as a dedicated AdBlast. You provide the product, URL and a graphic of the product, and we will take it from there.

Guidelines

- Product reviews will be sent as a standalone AdBlast
- Product reviews will also be posted on THSC.org as a blog post and include 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:
  - $250 to include the post on HomeEducator.com
  - $75 to include social media postings.

Graphic, Text and Format Specs

- Single graphic with one link or HTML
- 600 pixels or less horizontally

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.

Price: $1,200

For more information contact sales@thsc.org.
EMAIL & BLOG

GUIDELINES FOR E-ADVERTISING

• All e-advertising must be paid in full 2 weeks prior to the run date.
• Final artwork is due 2 weeks prior to the run date.
• 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 if these deadlines are not met, THSC cannot ensure the ad will be sent on the desired date or another date thereafter.
• Include a subject line and a teaser for your adblast.

Instructions

Native web & email ads:
Native Ads are designed to complement the look and feel of a publisher’s website, therefore we request a number of required elements:

1. Ad Image
   Please provide an image for your ad—professional photography only—you must have legal right to use image.
   
   JPG or PNG, 150kb Maximum File Size
   Recommended resolution: 1200px wide
   Minimum Resolution: 600px wide
   Image may be cropped differently on different pages.

2. Headline or Title
   The most important part of the native ad unit. Inspire potential customers to click on your ad.
   Recommended less than 10 words, 15-word maximum

3. Description
   This supporting or additional copy is often displayed under the headline. Maximum 140 characters. May be truncated. Description does not always show up on all websites.

4. Click URL
   The destination when the ad is clicked on.

Web Display Ads

NOTE: We strongly suggest the native ad format for web and email ads. But, if your company would like to provide display ads instead, please provide JPEG or PNG files in the following sizes:

THSC.org abd HomeEducator.com ad sizes:

Premium: 300 x 250 pixels
Standard: 728 x 90 pixels

Home Educator Express Email: 600 X 200 pixels

For more information contact sales@thsc.org.
CONVENTIONS
Reach thousands of attendees at THSC’s two Called to Teach Homeschool Conventions in April-May 2020: one in the DFW area and one in the Houston area. 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.

WINTER SUMMIT
Two-day retreats in Frisco and Sugar Land, Texas, designed to restore, support and strengthen homeschool mothers. Please email sales@thsc.org for more information. Dates for 2021 will be set in Summer 2020.

GALA
Black-tie fundraising event held in October 2020 at The Woodlands Resort in The Woodlands, Texas. Sponsorships are available. Please email sales@thsc.org for more information.

CAPITOL DAYS
THSC hosts three 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 2021 Capitol Days will be released in Summer 2020.
Please complete this form, sign and return it to your THSC sales representative or email to sales@thsc.org.

Please Print or Type

Company Name: ________________________________________________________________

Contact Person Name: __________________________________ Title: ______________________

Address: ______________________________________________________________________ City: __________ State: _______ ZIP: ____________

Phone: __________________________ Email: __________________________

Website: ______________________________________________________________________ THSC Representative: ______________________

Electronic Advertising

☐ Web Banner, choose one or both:  ☐ THSC.org  ☐ HomeEducator.com

☐ Adblast  ☐ Home Educator Express  ☐ Product Review  ☐ Giveaway

Price/Adblast: $___________ for _________ (placements) : $___________

Price/Giveaway: $___________ for _________ (placements) : $___________

Price/Product Review $___________ for _________ (placements) : $___________

Price/Web Banner: THSC.org:

☐ Premium / ☐ Standard $___________ for _________ (placements) : $___________

Price/ Web Banner: HomeEducator.com:

☐ Premium / ☐ Standard $___________ for _________ (placements) : $___________

Price/Home Educator Express:

☐ Premium / ☐ Standard / ☐ Basic $___________ for _________ (placements) : $___________

Price/(other)___________________________ Total Due: $___________

You may contact your sales representative with your credit card information, pay online at THSC.org/order-advertising, or send a check to: Texas Home School Coalition, PO Box 6747, Lubbock, TX 79493

Authorized Signature: ______________________________________________________________________

I am interested in more information about …

☐ Convention Sponsorships  ☐ Gala Sponsorships  ☐ Winter Summit  ☐ Capitol Days