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 34 years. THSC publishes the monthly Home Educator Express and Family Freedom Caller, with 27,000 and 58,000 subscribers. THSC’s two websites, THSC.org and HomeEducator.com, draw over 40,000 unique visitors per month.

“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
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.

No other organization reaches as many Texas homeschool families as THSC.

BEGAN  THSC—1986

MEDIA TYPE  Email newsletter and electronic web version

WEBSITES  THSC.org and HomeEducator.com

CIRCULATION  27,000+ subscribers (Home Educator Express)
58,000+ subscribers (Family Freedom Caller)
900,000+ (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.

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WEBSITE OPPORTUNITIES:

THSC.ORG 7
Texas Home School Coalition’s official website

HOMEEDUCATOR.COM 8
Popular homeschool website sponsored by THSC

EMAIL & BLOG OPPORTUNITIES:

HOME EDUCATOR EXPRESS 10
The in-the-know education resource E-Letter!

FAMILY FREEDOM CALLER 11
Share your part in Keeping Texas Families Free!

SINGLE ADVERTISER, STANDALONE ADBLAST 12
You’ve got our attention, now tell others what you’re about!

GIVEAWAY 13
A man’s gift makes room for him and brings him before great men”
Prov. 18:16.

PRODUCT REVIEW 14
High rating show-and-tell about what you offer!

GUIDELINES & INSTRUCTIONS 15

EVENT OPPORTUNITIES:

CONVENTION SPONSORSHIP PACKAGES 16
Contact sales@thsc.org.

CONVENTION EXHIBITORS 16
Contact eventstaff@thsc.org

THSC GALA & FUNDRAISER SPONSORSHIP 16
Join THSC and celebrity guests in support of Texas homeschool rights.

CAPITOL DAYS SPONSORSHIPS 16
Educational fieldtrips at the State Capitol.
Contact sales@thsc.org.

INSERTION ORDER 17
WHY ADVERTISE WITH THSC?

For more information contact sales@thsc.org.

THSC BY THE NUMBERS

- Monthly Home Educator Express e-newsletter distributed to email readership of more than 27,000!
- Monthly Family Freedom Caller sent to more than 58,000 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!

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

Website for homeschool families.

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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@thsc.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.

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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 27,000+ unique email addresses monthly. An advertising opportunity is available!

Standard (below first article, 600 x 160 pixels) $275

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 58,000 unique email addresses monthly. An advertising opportunity is available!

Standard (below first article, 600 x 160 pixels) $225, limited-time special offer!

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

For more information contact sales@thsc.org.

Landmark Texas Supreme Court Ruling for Families
In a landmark decision, the Supreme Court of Texas (SCOTX) unanimously ruled in favor of a biological father in his legal battle for custody of his five-year-old daughter.

The Problem with Temporary Orders in Child Custody Cases
Since child custody cases may continue for years before a court reaches a final decision, what happens to the child while the case is pending?

Supreme Court of Texas Issues Landmark Ruling in Favor of Families
For more than a year, Chris and his five-year-old daughter Ann have been fighting a decision made by a Texas district court that granted an unrelated man partial custody of Ann over Chris’s objections.

Discussion With Dr. James Dobson About Homeschooling During COVID-19 — Part 1
With COVID-19 expected to delay or cancel the upcoming school year, many parents are electing to educate their children at home. On this edition, Dr. Dobson examines this growing homeschool surge, with Tim Lambert and Jeremy Newman from the Texas Homeschool Coalition. They reflect on this movement's origins and discuss the vicious attacks that homeschool families still experience to this day.

In Some Houston School Districts, Half of Parents Say They Won't Send Their Kids Back to School
King Davis was stunned when he saw how many parents wanted to keep their children home from Sheldon ISD schools in the fall. Across grade levels and campuses, more than 48 percent of the 2,554 parents who responded to a survey said they wouldn’t send their kids back to in-person classes on campus.

Those fears were reported June 18, just as the Houston region began seeing an ominous spike in COVID-19 cases and hospitalizations, setting records for...
Rates (27,000 unique email addresses)
$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 either of the following categories: opened and clicked through. $350 for opened, $250 for clicked through.
• 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 5-7 words long. 5 is best. THSC’s Marketing Team may modify your subject line to increase open rates.
• Avoid using terms such as “%,” and “[Amount] Off” in your subject line, as these result in lower open rates.
• THSC reserves the right to request changes to AdBlast graphics.
• THSC strongly recommends that your AdBlast include a free offer or significant discount to increase engagement and appeal to readers. THSC will request such an offer prior to running an AdBlast.
• THSC will include a personalized note just above your graphic, signed by THSC’s Executive Director, which draws in readers and explains the value of your offer to our audience.

SOCIAL MEDIA
• Facebook advertising campaign to THSC Facebook audience (42,000+ 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), 1-week campaign ($550), 2-week campaign ($975), 1-month campaign ($1,950)
• Custom campaign: [Daily ad spending] x [number of days] + 25% + $100 for post and customization
• Please submit ad text, link and graphic/video at least 1 week 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). In addition to the promotional benefits of the Big-Ticket Giveaway, we will share the new subscriber names and addresses (email or physical).
  
  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.
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 ad blast.

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 and HomeEducator.com ad sizes:
Premium: 300 x 250 pixels
Standard: 728 x 90 pixels

Home Educator Express Email: 600 X 160 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 2021: 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.

GALA
Black-tie fundraising event held on October 10, 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

Contract Date: _______________

Company Name: _____________________________________________________________________________________________________

Contact Person Name: _______________________________________________Title: ____________________________________________

Address: ____________________________________________________________City: ______________State: _______ZIP: _____________

Phone: ____________________________________________________________Email: ____________________________________________

Website: ________________________________________________________________________________________________________

THSC Representative: ___________________________________________________________________________________________

Electrical 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