



Advertising Kit 2021



Making homeschooling possible

Contents

Editorial Profile	3
Editorial Staff	3
Contact Information	3
Print Advertising.....	4
Print Ad Pricing	4
Print Ad Specifications	5
Sending Print Ads to HSLDA.....	5
Estimated Print Dates	5
Setting Up Ads for the <i>Home School Court Report</i>	5
Email Advertising.....	6
Email Ad Pricing.....	7
Dedicated Email Requirements.....	7
Weekly Update Ad Requirements	7
Email Ad Reporting System.....	7

How to use this guide



Select an item in the table of contents to navigate directly to that page.



Click the logo icon at the bottom of each page to return to the table of contents.



Click on the arrows at the bottom of each page to quickly jump to the next or previous page.



INTRODUCTION

Editorial Profile

As a national organization representing over 105,000 member families, Home School Legal Defense Association strives to keep our readers on the cutting edge of legal, legislative, and international news involving homeschoolers. Through our website, email service, and quarterly magazine, the *Home School Court Report*, we report local, state, and federal court cases, legislation, trends, issues, and items of general interest to home educators. Integral to our mission to defend the right of every parent to homeschool, HSLDA seeks to proactively establish homeschooling as an effective educational choice and facilitate positive relationships between the homeschool community and the media, the public, government representatives, and school officials.

Editorial Profile

- Commentary on current court cases, pending legislation, and media coverage of homeschooling
- Analysis of current US legislative trends and international treaties
- Military homeschooling
- International homeschooling
- Support for families teaching children with special needs
- College admissions and financial aid for homeschoolers
- Battling discrimination against homeschoolers
- Practical and legal advice for getting started
- Encouragement for the homeschool journey

Editorial Staff

Publisher: Home School Legal Defense Association

President: J. Michael Smith, Esq.

Editor: Suzanne Stephens

Print Designers: Todd Metzgar and Keith Ludlow

Webmaster: Dave Dentel

HSLDA Attorneys: J. Michael Smith, Scott A. Woodruff, Darren A. Jones, James R. Mason III, Thomas J. Schmidt, Michael P. Donnelly, Mary E. Schofield, Daniel T. Beasley, Peter K. Kamakawiwoole, and Amy R. Buchmeyer

Contact Information

For more information about advertising with Home School Legal Defense Association via our website, email list, or the *Home School Court Report*: call 540-338-5600; email ads@hsllda.org; or write to HSLDA, Attn: Ads, One Patrick Henry Circle, Purcellville, VA 20132.



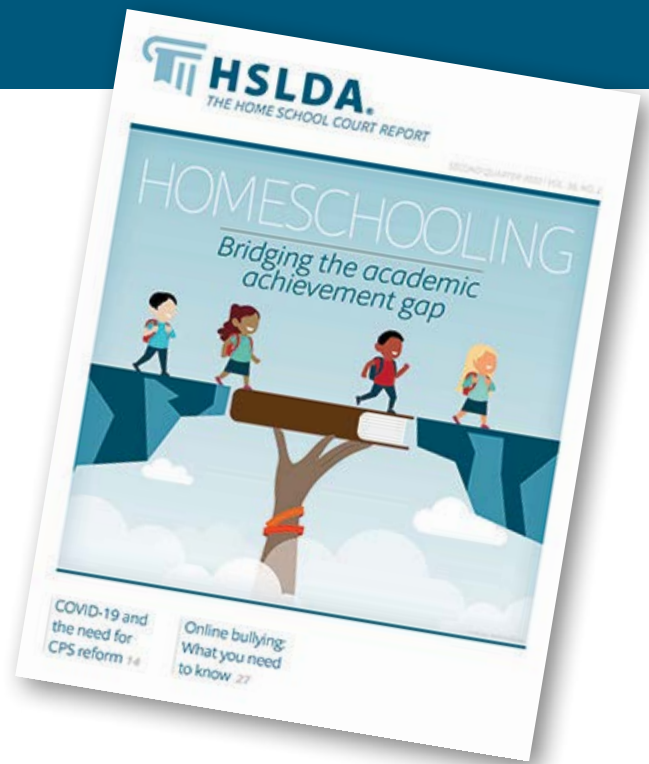
PRINT ADVERTISING

The Home School Legal Defense Association is proud to present to you the opportunity to advertise in our *Home School Court Report* magazine. Our longest-running publication, the *Court Report* reaches over 105,000 families who make up our membership base. It is our premium production, giving our members news that affects homeschoolers both nationally and internationally.

The *Court Report* provides several advantages to your organization that only a magazine can offer. As a quarterly publication, the *Court Report* enjoys a longer shelf life for readers' continual browsing and exposure to your ad—a benefit you can't get from a newspaper, website, or email advertisement.

Advertising in our magazine also establishes credibility, professionalism, and trust between you and our readers. In a day and age when anyone can buy an inexpensive web ad, *Court Report* ads show readers that you have invested in advertising space with a trusted publication that has been hitting mailboxes for over 25 years.

Our magazine helps you target the niche audience of our 105,000 homeschooling member families. Not only that, but printing in our magazine gives you more ad space and a higher-quality ad than web and email advertisements. Your ads in our magazine are our commitment to help you reach homeschooling families everywhere.



Pricing

Print	
Inside Back Cover	\$3,500
Inside Front Cover	\$3,500
Outside Back Cover	\$3,500
Full Page	\$3,000
Half Page	\$2,000
Quarter Page	\$1,200



PRINT ADVERTISING

Specifications

Trim size of the finished publication is 8.375" x 10.875" (8 3/8" x 10 7/8"). Printing is four-color, web-fed offset with saddle-stitch binding. The *Home School Court Report* is printed direct to plate at 175 line screen.

Full Page

With bleed – 8.625" (w) x 11.125" (h)

Half Page

Horizontal – 6.625" (w) x 4.475" (h)

Vertical – 3.2375" (w) x 9.125" (h)

Quarter Page

Vertical – 3.2375" (w) x 4.475" (h)

Sending Print Ads to HSLDA

Send your ad via email to ads@hsllda.org. Please contact us for any other transmittal arrangements.

Estimated Print Dates

Issue	
First Issue	1/15
Second Issue	4/15
Third Issue	7/15
Fourth Issue	9/15

Setting Up Ads for the *Home School Court Report*

- All ads must be submitted in digital format. We do not accept ad slicks or "hard copies" only. Ads may be submitted in PDF, JPG, or PSD format.
- We accept Mac Postscript, True Type, and Open Type fonts.
- Images embedded in Illustrator files must also be provided and fonts must be included or converted to outlines.
- Image resolution should be 300 dpi at the actual image size.
- Colors must be uniquely named, preferably in reference to the group submitting ad (example: PHC Blue, not Blue).
- Colors must be based on a process-color model, not RGB or "spot color." Color images must be CMYK not RGB or duotone.
- A proof is recommended to accompany all ads so that HSLDA will know how your ad is to look. Match-prints are not required.
- Make sure ad dimensions are the correct size according to the specs above.

Disclaimer and Notes

- *Print dates are estimated and cannot be guaranteed.*
- *Color matching on ads cannot be guaranteed.*
- *All ad prices include one half hour of import and preparation time. Any work beyond one half hour done by HSLDA to correct or change improperly formatted ads will be billed at the rate of \$100 an hour. Advertisers will be contacted if it appears that prep time will exceed the one-half-hour allotment.*



EMAIL ADVERTISING

Email advertising is one of the most effective means of advertising with HSLDA due to the proactive nature of email (the ad comes directly to the consumer) and the ease of responding through a web link. Because the primary goal of all our emails is to inform our subscribers of issues related to homeschooling, we have designed our email advertising to be both nonintrusive to the viewer and effective for the advertiser.

Our email advertising opportunities include:

- **Dedicated Email** is the only advertisement-exclusive email update put out by HSLDA. The e-blast is sent at a time specified by you; all you do is send us the content, and we handle the rest. There are two dedicated email options:
 - **The full special offers list** is available with 105,000 members (as of August 2021).
 - **Interest segment High School** is targeted to families in or nearing the high school years and has nearly 25,000 subscribers as of August 2021.
- **The Weekly Update (WU)** is a compilation of top stories and news specifically for homeschoolers. It has over 300,000 subscribers as of August 2021 and continues to grow. It is HSLDA's primary email newsletter to our global home-school audience.

Example of Weekly Update Ad



Pandemic Drives Global Interest in Homeschooling

As governments around the globe struggle to cope with the coronavirus pandemic, we may just be witnessing a historic shift away from state schools and toward homeschooling.

[FOLLOW THE TREND >>](#)

ADVERTISEMENT

Your Ad Here!

 **HSLDA**



EMAIL ADVERTISING

Pricing

Email	
Dedicated Email Ad	
Special Offers List	\$3,850
High School Interest List	\$620
Weekly Update Ad	
Weekly Update Ad	\$1,000

Our advertising slots are sold on a first-come, first-serve basis.

Email Content Deadline

Advertisers must provide ad content and link two weeks prior to the date the ad is to be run. This deadline is subject to change at HSLDA's discretion due to special events or holidays, but changes will be communicated to advertisers in advance.

Dedicated Email Requirements

- Email provided by the advertiser must be designed to 650 pixels wide.
- We accept Mac Postscript, True Type, and Open Type fonts.
- Alternate text must be provided for all graphics which take up a significant portion of the email.
- Images must be sent in JPG, GIF, or PNG format and optimized for email by using a web image compressor.

- Colors must be uniquely named, preferably in reference to the group submitting ad (example: PHC Blue, not Blue).
- Advertiser must provide email-ready HTML and images via email or on a live web server.
- A URL click-through destination must be provided.

Weekly Update Ad Requirements

- The advertiser shall provide an ad consisting of a graphic image 440 pixels wide x 235 pixels high.
- The graphic must be supplied in JPG, GIF, or PNG format and must be less than 20KB.
- There needs to be up to 30 characters of alternate text for the graphic.
- There needs to be additional content for the text-only version of the email.
- A URL click-through destination for the ad must be provided.

Email Ad Reporting System

If advertisers would like to receive reports on ad clicks, they must provide a reporting email address to HSLDA. We will send a report 48–72 hours after the email is sent.





Making homeschooling possible

PO Box 3000, Purcellville, VA 20134
540-338-5600 / 540-338-2733 (fax)
www.hslda.org