



## Home School, Inc. Online Network OPPORTUNITIES / AD RATES

### More Information:

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**Home School, Inc.**, through its network of websites, is a leading provider of powerful tools and services for the global home education community. **HomeSchoolReviews.com**, a favorite among home educators, offers the largest online library of curriculum reviews available today, as well as popular forums. This site averages 56,000 unique visitors and 1.4 million page views per month. **Home-School-Inc.com** has more than 53,000 registered families who use the site regularly for its free, web-based homeschool planner. Approximately 40,000 registered families also receive *Break Time*, our opt-in e-newsletter published every Tuesday. **HomeSchoolLegal.com** offers free compliance information on homeschooling approaches for every state.

### Graphical/Sidebar Ads

First, choose the HSI sites on which you want your ads to appear. Your graphical ad rotates randomly among the limited advertising spaces (4) within each site's ad tower. Ads measure 160 x 160 and acceptable formats include JPEG and GIF. Ads are purchased by impression (ad view) and pricing is based on a CPM or "cost per thousand" model. Our minimum ad buy is \$100 per month for three months or \$300. Current rates appear in the table below and are subject to change. Please call to discuss a customized plan that fits within your advertising budget.

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
\$6.00	\$3.00	\$3.00	\$3.00	\$6.00	\$6.00	\$9.00	\$9.00	\$6.00	\$3.00	\$3.00	\$3.00

As an added-value service (**free!**), all Advertisers receive a listing and page in our vendor showcase known as "Homeschool MarketPlace" (accessible via the homepage of Home-School-Inc.com). Copy for any MarketPlace page is at the sole discretion of the Advertiser.

### Site Sponsorship – HomeSchoolReviews.com

**Price:** \$1,500 per year

This advertising program is designed for curriculum companies that have products we list for review. In this program, the title of the curriculum, the 'more information' link to your website, and an image or logo will be featured in tandem with posted curriculum reviews for all of your company's products. In addition, your company will be listed as a Site Sponsor on the HomeSchoolReviews homepage.

### Product Shot AND Buy Now! Button – HomeSchoolReviews.com

**Price:** \$650 per year

If you're a publisher with only one or two titles, this option makes the most economical sense. Add an image, product shot or company logo, plus a 'Buy Now' button to the landing page of reviews for your product and send buyers directly to your website. If purchased separately, image: \$250/year; Buy Now button with link to your website: \$600/year.

### e-Newsletter Sponsorship – Home-School-Inc.com

**Price:** \$500 per issue

Sponsor an issue of *Break Time*, our opt-in e-newsletter (published every Tuesday and also appears on the Home-School-Inc homepage). Your ad, *exclusive of all other advertisers*, will be delivered to a loyal subscriber base of approximately 40,000 registered families. Plus, promotional copy describing your product or service, with links to your website, is featured in the 'Freshly Brewed' (top) section.

### Company / Product Spotlight – Home-School-Inc.com

**Price:** \$150 per issue

Your company and product information will be highlighted in *Break Time*, our opt-in e-newsletter. Includes approx. 250 words of text with a link to your website.