

South Carolina Home Educators Association 2009-2010 Advertising Rate Sheet

SCHEA Landscape—quarterly newsletter, circulated to over 1000 homeschooling families and their homeschool support groups in South Carolina.

South Carolina State Home School Convention Program—given out at our annual state convention

Color Ad Rates

Size	Dimensions (Horizontal x Vertical)	Type						1 Year rate
			Q1	Q2	Q3*	Q4	CP*	(PREPAID)**
Quarter page	3 ½" x 4 ½"	Color	\$78	\$78	\$85	\$78	\$85	\$364
Third page	2 ¼" x 9 ½"	Color	\$100	\$100	\$110	\$100	\$110	\$470
Half page	4 ½" x 7 ½"	Color	\$150	\$150	\$165	\$150	\$165	\$700
Full page	7 ½" x 9 ½"	Color	\$250	\$250	\$275	\$250	\$275	\$1170

Black and White Ad Rates

Size	Dimensions (Horizontal x Vertical)	Type						1 Year rate
			Q1	Q2	Q3*	Q4	CP*	(PREPAID)**
Quarter page	3 ½" x 4 ½"	BW	\$65	\$65	\$70	\$65	\$70	\$300
Third page	2 ¼" x 9 ½"	BW	\$85	\$85	\$95	\$85	\$95	\$400
Half page	7 ½" x 4 ½"	BW	\$125	\$125	\$138	\$125	\$138	\$586
Full page	7 ½" x 9 ½"	BW	\$200	\$200	\$220	\$200	\$220	\$940

*Pre-convention issue and Convention program

**10% discount for 4 consecutive issues AND convention program

Ad Approval and Payment Deadlines

1st Quarter: September 15, delivered mid-October

2nd Quarter: December 15, delivered mid-January

3rd Quarter: March 15, delivered mid-April

Convention Program: May 1, distributed third weekend in June

4th Quarter: July 15, delivered mid-August

All ads must be exact dimensions listed, including border. Minimum resolution accepted in 300 dpi. Submit ad copy in one of the following formats: .jpg, .gif, or high-resolution pdf. Please include fonts used and any graphics. There will be a charge of \$50/hour for any ads that do not meet these specifications or ads that require modification by our layout person. We will notify you in advance if any changes are necessary, and give you the option of doing them yourself, if possible, by the submission deadline.

South Carolina Home Educators Association

Advertising Insertion Order

PLEASE PRINT or TYPE

Company Name: _____
Contact Person (name & title): _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ E-Mail: _____
URL for Advertiser Index: _____

PLEASE CHECK ALL THAT APPLY

Please reserve space for me in the (write in year)

October ____ January ____ April ____ Convention Program ____ August ____

Artwork: Art enclosed I will send art by the deadline above.
 Please use the same art for all issues requested.
 Please use art for only one issue. Art for following issues will be sent by deadlines
 above.

UNDERSTAND THAT IF YOUR ARTWORK HAS NOT BEEN RECEIVED BY THE DEADLINE, WE WILL USE YOUR PREVIOUS ARTWORK. THIS IS ALSO APPLICABLE IF YOU HAVE NOT CHECKED ANY OF THE ARTWORK BOXES.

Ad space to reserve: Full Page Half Page Third Page Quarter Page

REFER to RATE SHEET for TECHNICAL SPECIFICATIONS and DISPLAY RATES.

Please note that volume discounts are only available with an advance commitment.

ADDITIONAL CHARGES INCLUDE (see rate sheet):

\$ ____ Non-conforming ad size

\$ ____ Late Fee for Artwork (\$25/weekday)

Authorized Signature: _____

A signed agreement is required for your order to be processed.

PAYMENT: Total amount: \$ _____ for _____ issue(s)

Check enclosed
 Please bill me. I will send check by the deadline above.

Mail this form and payment to: SCHEA, 310 Green Tree Drive Liberty SC 29657

E-mail ad copy to newsletter@SCHomeEducatorsAssociation.org

SCHEA reserves the right to reject any advertisements that are not suitable with or without contract, with or without explanation.