Marketing with chea

Vendor Spotlight

Vendor Spotlight Ads are an email message devoted entirely to your ad or product sent to our e-newsletter subscriber list no more than once per week.

Advertising with a Vendor Spotlight provides a way for you to let the CHEA community know of services or programs you offer which are of interest to homeschool families.

Circulation & Information

- Our Vendor Spotlight messages reach more than 11,000 subscribers with an open rate of 25-30%.
- Email messages are sent to subscribers on Thursdays and are labled "ADVERTISEMENT."

Formatting and Email Instructions

- All ads must be submitted digitally and in full color and should be sent as a PNG, TIFF, or JPEG file via email.
- An HTML file containing the email content may be submitted in lieu of an image and link.
- Ads must be received 10 days prior to run dates.
- Ads that require adjustments may be returned and bumped to a later publication.
- Repeat Ads: If you order more than one ad on your order form, you have the option of sending a new ad for each issue, or running the same ad each time. If you wish to run a new ad, simply send the new artwork by the ad deadline. If we do not receive a new ad, we will assume you want to run the same one again.

Price & Payment Information

- $315 for each vendor spotlight email message published Thursdays
- Prices are subject to change without notice
- Please include payment with your initial marketing contract

AD SPECIFICATIONS

- 600 pixels by 600 pixels
- 72 dpi
- PNG, TIFF, or JPEG
- Full color

OR

- HTML file

- Must be received 10 days prior to run date

Cancellation Policy

- Due to pre-publication costs, cancellation fees will be charged for canceling or postponing. The percentage will be based on the cost of the ad before discounts.
- Cancellation fee schedule:
  - More than 30 days before the publication date: no charge
  - Less than 2 weeks before the ad deadline: 35%
  - After the ad deadline: 50%

CHEA of California | PO Box 1325, Santa Clarita, CA 91386-1325 | 562-864-2432 | cheaofca.org | cheaadvertising@cheaofca.org

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Banner Ads

Our CHEA Connection is a weekly e-newsletter sent to our CHEA members and other homeschooling families and supporters. Each issue contains articles and information specifically directed to California families who privately homeschool their children.

Advertising in the Support Network News provides a way for you to let the CHEA community know of services or programs you offer which are of interest to homeschool families.

Circulation & Information

- Our CHEA Connection e-newsletter reaches more than 11,000 subscribers with an open rate of 30-35%.
- We have two ad spaces available each issue.
- These are clickable ads with a link that allows readers to be taken directly to your website.

Formatting and Email Instructions

- All ads must be submitted digitally and in full color and should be sent as a PNG, TIFF, or JPEG file via email.
- Ads must be received 7 days prior to run dates.
- Ads that require adjustments may be returned and bumped to a later publication.
- Repeat Ads: If you order more than one ad on your order form, you have the option of sending a new ad for each issue, or running the same ad each time. If you wish to run a new ad, simply send the new artwork by the ad deadline. If we do not receive a new ad, we will assume you want to run the same one again.

Price & Payment Information

- $105 for each banner ad published Monday
- Prices are subject to change without notice
- Please include payment with your initial marketing contract

AD SPECIFICATIONS

- 600 pixels by 150 pixels (horizontal)
- 72 dpi
- PNG, TIFF, or JPEG
- Full color
- Must be received 7 days prior to run date

Cancellation Policy

- Due to pre-publication costs, cancellation fees will be charged for canceling or postponing. The percentage will be based on the cost of the ad before discounts.
- Cancellation fee schedule:
  - More than 30 days before the publication date: no charge
  - Less than 2 weeks before the ad deadline: 35%
  - After the ad deadline: 50%

Marketing with chea

Support Network News

The Support Network News is CHEA's bi-monthly leadership e-newsletter sent to all members of our Support Network. Each issue contains articles and information specifically directed to leaders of homeschool groups and private schools operating private school satellite programs.

Advertising in the Support Network News provides a way for you to let leaders know of services or programs you offer which are of interest to homeschool groups.

Circulation & Information

- Our CHEA Support Network News e-newsletter reaches approximately 100 subscribers per bimonthly issue with an open rate of 50%.
- These are clickable ads with a link that allows readers to be taken directly to your website.

Formatting and Email Instructions

- All ads must be submitted digitally and in full color and should be sent as a PNG, TIFF, or JPEG file via email.
- Ads must be received 7 days prior to run dates.
- Ads that require adjustments may be returned and bumped to a later publication.
- Repeat Ads: If you order more than one ad on your order form, you have the option of sending a new ad for each issue, or running the same ad each time. If you wish to run a new ad, simply send the new artwork by the ad deadline. If we do not receive a new ad, we will assume you want to run the same one again.

Price & Payment Information

- $52 for each ad published
- Prices are subject to change without notice
- Please include payment with your initial marketing contract

AD SPECIFICATIONS

- 600 pixels by 150 pixels (horizontal)
- 72 dpi
- PNG, TIFF, or JPEG
- Full color
- Must be received 7 days prior to run date

Cancellation Policy

- Due to pre-publication costs, cancellation fees will be charged for canceling or postponing. The percentage will be based on the cost of the ad before discounts.
- Cancellation fee schedule:
  - More than 30 days before the publication date: no charge
  - Less than 2 weeks before the ad deadline: 35%
  - After the ad deadline: 50%

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Homeschool Directory

The CHEA Homeschool Directory is located on CHEA's website at www.cheaofca.org and is available free to homeschooling families looking for PSP's, support groups, services, or resources that are homeschool related.

Circulation & Information

- The CHEA Homeschool Directory is the most popular page on our site—it receives thousands of visits each month.
- This advertising opportunity is open to current convention exhibitors, current Support Network groups, and service providers that have been approved for advertising. If you have been approved as an exhibitor and are not actively exhibiting but you would like to be listed in the Directory, you may pay $80 for an annual listing on the Directory.
- Each listing includes the name of the business, contact information, a short, 200-character description of the services offered, and a link allowing visitors be taken directly to your site if you have one.

Formatting and Email Instructions

- Please email name of business, full contact information, short description, and URL to link.
- Descriptions may be edited for content or length at the discretion of our staff.
- Please allow up to two weeks for your listing to appear after payment has been received.

Price & Payment Information

- $80 for each directory listing
- Prices are subject to change without notice
- Please include payment with your initial marketing contract

DIRECTORY LISTING SPECIFICATIONS

- Each listing includes:
  - Name of the business
  - Full contact information
  - Short 200-character description of the products or services offered
  - Link which allows visitors to click and be taken directly to your website