



Mediag Rit

Digital Advertising Opportunities

ARIZONA FAMILIES FOR HOME EDUCATION

AFHE Ad Manager | ads@afhe.org

PO Box 2035, Chandler, AZ 85244-2035

WWW.AFHE.ORG



PROMOTE YOUR BUSINESS

Arizona Families for Home Education (AFHE) offers opportunities for you to connect with homeschooling families in our state, letting them know about your curriculum, resources, products, services, college, or family friendly Arizona venue.

Restrictions apply. Please read Terms of Agreement.

CONNECT WITH ARIZONA HOMESCHOOLERS

AFHE is the statewide homeschool organization that has been serving the needs and protecting the rights of Arizona's homeschooling families since 1983.

We are a 501(c)(3) nonprofit educational, charitable, and religious corporation directed by a Christian board.

AFHE exists to **INSPIRE** parents to home educate their children; **PROMOTE** parent-directed home-based education; **PRESERVE** the freedom to homeschool; and **SUPPORT** parents who choose a home-based education option for their children.

AFHE IS A REPUTABLE SOURCE OF INFORMATION

AFHE has more than 40 years of experience serving the Arizona homeschool community. Our organization is a knowledgeable resource with a reputation of integrity and expertise providing quality information and support.

AFHE STRIVES TO CONNECT HOMESCHOOL FAMILIES WITH QUALITY RESOURCES

We understand that quality resources and curriculum and access to enrichment activities can be beneficial for homeschool success. Through opportunities such as print or digital advertising, exhibiting at our annual convention, or sponsoring one of our events, we strive to connect quality curriculum and resource providers with our community to support parents as they teach their children at home.

CONTACT US

Send a message to **ads@afhe.org** to learn more about advertising opportunities with AFHE.

DIGITAL ADVERTISING OPTIONS

DEDICATED STAND-ALONE EBLAST ADS

Recieve focused attention with your advertisement to the 8,600+ subscribers on the AFHE email list. These stand-alone eblast advertisements are an exceptional opportunity to promote your curriculum, service, or resource to Arizona homeschool families.

Eblast advertising is limited to once per month for any one advertiser and are scheduled to go live on Tuesdays and Thursdays, two companies per week.

ENEWSLETTER BANNER ADS

On approximately the 15th of each month, AFHE sends out an enewsletter highlighting announcements and happenings for Arizona homeschoolers. Members of the Arizona homeschool community are invited to send text-only announcements for the enewsletter free of charge. We provide the opportunity for paid advertisers to promote their homeschool-related product or service as a banner ad published above the text-only announcements.

Your banner ad includes a graphic that you supply with a hyperlink to your website. The hyperlink can be to a specific page you designate on your site. Optional: you may include up to 50 words of text to accompany the banner ad.

Banner ad format: 600x300 pixel graphic plus short title, 50 word paragraph, and hyperlink.

MOBILE APP AD SPACE

Advertisers will soon have an opportunity to have monthly ad space on the Homeschool Arizona app. Your ad includes your logo with a hyperlink to a specific page you designate on your site, and AFHE will send one general notification each month to promote the ad section of the app. Email ads@afhe.org for more info if you are interested in this opportunity.

EMAIL & SOCIAL MEDIA STATISTICS

We have strategic plans to grow the AFHE email list, increase open rates and gain additional social media subscribers throughout the year ahead. The following numbers are as of August 2023.

Email List	8,600+
Enewsletters Open Click Rate Avg.	40% 3.6%
Eblast Open Click Rate	41% 3.1%

FACEBOOK

Fan page	5,800+ followers
Homeschool Arizona group	5,100+ members

INSTAGRAM 1,500+ followers

PINTEREST 1,200+ followers

MOBILE APP 2,900+ downloads

PRINT ADVERTISING

MAGAZINE

The AFHE Magazine, *Homeschool Arizona*, is a full-color, quality print publication that is published three times per year. To inquire about print advertising in our magazine, please email magazine@afhe.org.

SPECS AND PRICING

MONTHLY ENEWSLETTER

FORMAT: jpg or png **SUBMISSION DEADLINE:** 15th of the month **MAX:** 6 per 12 month period

TYPE	IMAGE SIZE in pixels (w x h)	PRICE Single ad	PRICE 4 or more in a 12-month period	LINKS AND TEXT
Full width graphic + text	600 x 300	\$95	\$80 each	25-character headline, up to 50 words of text, plus one link to appear beneath the full graphic. We will hyperlink the graphic as well.

STAND-ALONE EBLAST

FORMAT: inline html or single jpg **SUBMISSION DEADLINE:** 2 weeks prior to go-live date

TYPE	IMAGE SIZE in pixels (w x h)	PRICE Single ad	PRICE 3 or more in a 12-month period	LINKS AND TEXT
Stand-alone Eblast ad Max: One per month in a 12-month period	800 max width	\$325	\$275 each	Advertiser provides full inline HTML and subject line - or - single image with hyperlink. INLINE HTML: Images should have alt text and be hosted by the advertiser. Use inline CSS styles to help formatting remain intact in different email clients. SINGLE IMAGE: Up to 800 pixels wide, height is flexible. We will link the image to the web page you indicate.

SUBMIT ADVERTISEMENT INSERT ORDER ONLINE

Apply to advertise with AFHE by completing the Advertisement Request Form at afhe.org/advertising
Payment is accepted separate from order. Payment instructions will be provided upon acceptance of the ad insert order. Ad copy is subject to review and approval for each advertising instance.



TERMS OF AGREEMENT

RATE PROTECTION: Price is protected during the term of the contract.

PAYMENT & CONTRACT DEADLINE: Completed advertising order form and payment in full must be received to schedule your ad(s).

PAYMENT OPTIONS: An invoice with payment instructions will be emailed to you with your advertising order approval. We accept credit card payment online or check mailed to the AFHE P.O. Box. Online payment link and mailing address will be included in the invoice.

ADVERTISER SELECTION: We reserve the right to select advertisers for our publications that best reflect AFHE's philosophy and objectives. AFHE reserves the right to decline any ad contract without further comment or explanation.

PAYMENT TERMS: Advertisers must pay for their ads in advance of publication. Payment is due when the ad request is approved and must be made no later than the ad copy submission deadline.

ADVERTISING AGENCIES: Advertisers using agencies are responsible for any debts incurred by their agencies in the advertiser's name. If an advertising agency defaults on payment or declares bankruptcy, the advertiser will pay all costs directly to AFHE regardless of whether it has paid the defaulting agency for the space.

NEWSLETTER AND EBLAST AD SCHEDULING: Newsletter banner ads and eblast ad scheduling will be coordinated with the AFHE Ad Manager. Ads purchased in multiples do not necessarily need to be scheduled in consecutive months, but must be scheduled and published within the 12-month period following the submission of the ad contract and payment. AFHE reserves the right to limit the number of ads a particular company may purchase in one calendar year. Our desire is to offer quality promotions and specials on homeschool-related products and services to our subscribers without overwhelming them with advertisements.

FREQUENCY DISCOUNTS

Advertisers that purchase a minimum of four (4) newsletter banner ads or three (3) stand-alone eblast ads (in a single advertising order) will receive a discount rate.

CANCELLATION POLICY: Advertising cancellations will only be accepted in writing via email or postal mail on or before the appropriate submission deadline(s). Ad payments are non-refundable and non-transferable. All orders are non-changeable and non-cancellable after the advertising submission deadlines.

CONDITIONS: The contents of advertisements are subject to approval by AFHE Ad Manager and the AFHE Board of Directors. Placement of advertising in AFHE publications assumes agreement with all stated policies in this document. In addition, advertisements must support the AFHE vision of parent-directed, home-based education. Advertisements promoting schools (public or private) or taxpayer funded education programs will not be accepted. AFHE reserves the right to reject or cancel any advertisement or ad contract at any time without further comment. If the publisher makes the decision to cancel an existing ad contract, the unused balance of money paid will be refunded to the advertiser.