

T E X A S
HOME SCHOOL
COALITION
Keeping Texas Families Free™

2017 MEDIA KIT

THSC IS *THE* INFORMATION SOURCE FOR TEXAS HOME SCHOOL FAMILIES.

The Texas Home School Coalition publishes a quarterly magazine and distributes it to more than 55,000 families, with a readership exceeding 135,000 individuals. This makes the *THSC Review* one of the leading periodicals reaching home school families, individuals and organizations. The magazine has a distribution close to double that of other leading home school publications.

TARGET MARKET: Texas families with school-age children taught at home, as well as potential home educators. The economic climate in Texas is very healthy, and our readers have the means to purchase the products they need to educate their children. This audience makes up more than 10% of the nation's home schooling population.

- BEGAN:** THSC-1986 | *THSC Review*-1996
- MEDIA TYPE:** Consumer print publication and electronic web version
- WEBSITE:** THSC.org
- FREQUENCY:** Quarterly magazine
- CIRCULATION:** 55,000+ to subscribers
2,000+ to home school groups, libraries and distributed by staff
- COLOR:** Coated, full-color publication

- PUBLISHER:** Tim Lambert, President
Texas Home School Coalition
PO Box 6747, Lubbock TX 79493
806.744.4441 | 806.744.4446 (fax)

THSC exists to protect and support Texas home school parents and families to raise and educate their children in a bona fide manner. We welcome all advertisers seeking to provide products or services intended to assist our audience towards that stated mission. THSC reserves the right to refuse, or recommend adjustments to, ad placements that we consider as falling short of this objective.

“

UMHB values our partnership with THSC! We count on communicating with prospective students via *THSC Review*. The *THSC Review* helps us reach families in their own homes and gives them pertinent information to help them with their college choice.

”

- Brent R. Burks, Director of Admissions and Recruiting
University of Mary Hardin-Baylor

REVIEW MAGAZINE 2017 EDITORIAL CALENDAR

WINTER 2017 FEATURES | IN MAILBOXES 02.05.17

- Digital Overload: Alternatives to Screen Time
- Faith Between the Lines: Teaching the Things of God
- Daddy in the Mix: Dads' Roles in Home Schooling
- Department Pages Featuring Special Needs IEP Process, 2017 Legislative Session

Writing Deadline: 11.07.16 | Advertising Reservation Deadline: 12.09.16 | Advertising Art Deadline: 12.16.16

SPRING 2017 FEATURES | IN MAILBOXES 05.01.17

- Sneak Peek of New Curricula
- Why I Home School: Parents Round Table
- Ages and Stages: High School
- Department Pages Featuring THSC Conventions

Writing Deadline: 02.01.17 | Advertising Reservation Deadline: 03.01.17 | Advertising Art Deadline: 03.08.17

SUMMER 2017 FEATURES | IN MAILBOXES 07.25.17

- Home School Support Groups: Strength in Numbers
- Outside these Walls: Sports, Extra-Curricular and Out-of-Home Learning Experiences
- Ages and Stages: Junior High
- Effective Methods for Learning Foreign Languages

Writing Deadline: 05.01.17 | Advertising Reservation Deadline: 06.02.17 | Advertising Art Deadline: 06.09.17

FALL 2017 FEATURES | IN MAILBOXES 10.17.17

- Living History: Field Trips that Will Transport You to Times Past
- STEM: Robotics
- Ages and Stages: Early Elementary
- Any Way You Want It: The Spectrum of Home Schooling Options

Writing Deadline: 07.21.17 | Advertising Reservation Deadline: 08.25.17 | Advertising Art Deadline: 09.08.17



PRINT RATE & SPECS SHEET

Position	1 Issue		2 Issues		3 Issues		4 Issues	
Full 2 - Page Spread	\$5000	5% discount \$4750	\$4800	5% discount \$4560	\$4600	5% discount \$4370	\$4250	5% discount \$4038
Outside Back Cover	\$3500	5% discount \$3325	\$3400	5% discount \$3230	\$3300	5% discount \$3135	\$3100	5% discount \$2945
Inside Front Cover	\$3300	5% discount \$3135	\$3200	5% discount \$3040	\$3100	5% discount \$2945	\$2900	5% discount \$2660
Inside Back Cover	\$3200	5% discount \$3040	\$3100	5% discount \$2945	\$3000	5% discount \$2850	\$2800	5% discount \$2660
Full Page	\$2950	5% discount \$2803	\$2900	5% discount \$2755	\$2800	5% discount \$2660	\$2650	5% discount \$2518
Half Page	\$1550	5% discount \$1473	\$1500	5% discount \$1425	\$1450	5% discount \$1378	\$1350	5% discount \$1313
Third Page	\$1175	5% discount \$1117	\$1150	5% discount \$1093	\$1100	5% discount \$1045	\$1000	5% discount \$950
Quarter Page	\$875	5% discount \$832	\$850	5% discount \$808	\$800	5% discount \$760	\$725	5% discount \$689
Sixth Page	\$600	5% discount \$570	\$575	5% discount \$547	\$550	5% discount \$523	\$500	5% discount \$475

Two Ways to Get a 5% Discount: 1. Pay your print advertising orders in full within 14 days of invoicing. 2. For a four-issue print order, set up recurring billing with your credit card to pay in full 30 days prior to each issue date.

PRINT SIZE AND FILE PREP

Position	Size (w x h)	Bleed
Full 2 - Page Spread	16.75" x 10.875"	add .125" to all sides
Back Cover	8.375" x 8.875"	add .125" to all sides
Full Page, Inside Front or Back Cover	8.375" x 10.875"	add .125" to all sides
Half Page Horizontal	7.356" x 4.875"	No bleed
Half Page Vertical	3.6165" x 9.875"	add .125" to all sides
Third Page Horizontal	7.3568" x 3.2"	No bleed
Third Page Vertical	2.368" x 9.875"	add .125" to all sides
Quarter Page	3.563" x 4.875"	No bleed
Sixth Page Horizontal	4.87" x 2.36"	No bleed
Sixth Page Vertical	2.36" x 4.87"	No bleed

ADVERTISING RESERVATION DEADLINES

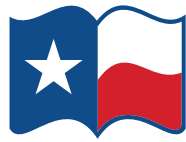
Winter 2017
Friday, 12.09.16

Spring 2017
Wednesday, 03.01.17

Summer 2017
Friday, 06.02.17

Fall 2017
Friday, 8.25.17

Send Advertisement to:
sales@THSC.org
or to your sales representative. Direct your questions to our Sales Department at 806-744-4441 x7012



QUALITY STANDARDS FOR ALL PRINT ADVERTISEMENTS

At THSC, we have a high standard for *Review* magazine. Our goal is that our audience will be drawn to your ad, resulting in a successful campaign for you. To accomplish this we require the following standards be met:

EDITING

- All ads must use correct spelling, grammar, capitalization, and punctuation.
- If an advertisement needs editing correction, THSC will contact you with that information and coordinate with you to obtain updated artwork.
- Please verify that all the contact information in your ad is correct before submitting it (no typos in phone numbers/URLs, please).

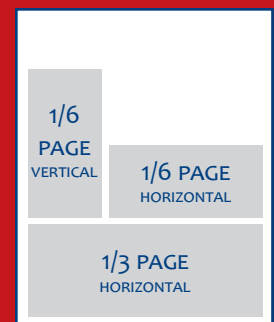
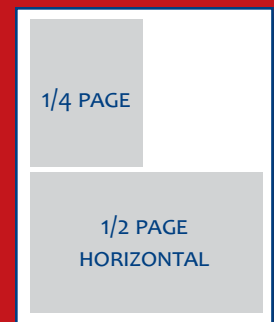
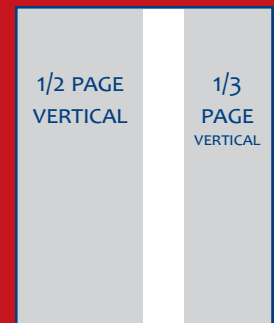
GRAPHICS

- Advertisements must be family friendly and have no offensive graphics.
- All graphics within your ad must be at least 300 DPI at the size they will display. Low-resolution artwork will be sent back for correction. (Most images pulled off the web will be low resolution and RGB color.)
- Use only images you have permission or license to use or to which you own the copyright.

DESIGN

- Keep the text at least .125" away from the edges of advertisement that are not full page. Full page advertisements have a "live text" margin of .25" from the edge of the page, and must include .125" bleed on all sides. Please refer to layout template provided.
- Advertisements must be designed in a graphics program (such as Photoshop, InDesign, Illustrator, Microsoft Publisher, etc.), not Microsoft Word or other word processing programs.
- All advertisements—as well as all linked graphics, swatches, and images—must be set in CMYK, not RGB or spot color. Artwork with RGB or spot color will be sent back for correction.
- Advertisements must be sent to THSC in the form of High Resolution PDFs (300 DPI). Do not include crop marks whether your ad does or does not have bleeds. Again, the template provided will help you to gauge the result of your ad and visible graphics and text area of final print.
- All fonts must be outlined to ensure correct translation of fonts.
- It is recommended that you use minimal copy for maximum impact.

SIZE LAYOUTS



E-ADVERTISING

ADBLAST AND THRIFTY THURSDAY RATES AND SPECS

THSC offers two options for E-Advertising; a single advertiser AdBlast and a circular style, multiple advertiser Thrifty Thursday, which are published on alternating Thursdays to more than 20,000 double opt-in email subscribers.

GUIDELINES FOR ALL E-ADVERTISING

- Final artwork is due 2 weeks prior to the run date.
- THSC will provide an proof email 10 days prior to the run date. Advertiser approval is due no later than 1 week prior to send date.
- Advertiser understands if these deadlines are not met, THSC cannot ensure the ad will be sent on the desired date or another date thereafter.
- Thrifty Thursday ads should include a coupon or incentive tailored to the THSC audience and not identical to ads submitted to any other e-advertising outlets.

STAND ALONE ADBLAST [View a Sample: AdBlast](#)

AdBlast Guidelines

- Single advertiser
- Stand Alone AdBlast limited up to 4 times per year, 2 times per quarter

Rates

- AdBlasts
 - \$900 single placement
 - \$875 each for 2 placements
 - \$850 each for 3-4 placements

Graphic, Text and Format Specs

- AdBlasts - Single graphic with one link, or HTML
- 600 pixels or less horizontally
- Ad can be as long vertically as you wish
- HTML: All images must be hosted and referenced remotely
- HTML only

Instructions to Build Your Stand Alone AdBlast

- For graphics, use your image editing program to design and /or adjust images to JPG or PNG format. Use the width and height dimensions as given in the "Specs" information above.
- If you are including text with your graphic, ensure it is edited for grammar and spelling and fits within the total word count given above.
- Send any URLs/links that you want to be included in your ad along with your graphics and /or text.

THRIFTY THURSDAY

View a Sample: [Thrifty Thursday](#)

THRIFTY THURSDAY CONTENT AND GUIDELINES

- Premium Position and Standard Position ads are limited to 4 times per year, 2 times per quarter
- 3 Placement Options
- Must include a coupon or incentive tailored to the THSC audience
 - Placements not including a THSC specific offer, or identical to other e-advertising outlets will be subject to review

Rates and Position Options

- **Premium Position** (1 per issue) \$500
- **Standard Position** (2 per issue) \$275
- **Small/Regional Position** (2-4 per issue) \$150
 - Minimum purchase of 2 dates

Style Options, and Specs

- Format - JPG, PNG
- Graphic Ad and Text (no HTML)
 - **Premium** - Graphic 375 x 240 pixels; Header Title up to 8 words; Body text up to 70 words; Call-out button text
 - **Standard** - Graphic 275 x 175 pixels; Header Title up to 6 words; Body text up to 40 words below image; Call-out button text
 - **Small/Regional** - Graphic 275 x 175 pixels; up to 15 words below image
- Graphic ad only (no HTML)
 - **Premium** - 565 x 500 pixels
 - **Standard** - 275 x 450 pixels
 - **Small/Regional** - 275 x 275 pixels

Instructions to Build Your Thrifty Thursday Ad

- For graphics, use your image editing program to design and /or adjust images to JPG or PNG format. Use the width and height dimensions as given in the "Specs" information above.
- If you are including text with your graphic, ensure it is edited for grammar and spelling and fits within the total word count given above.
- Send any URLs/links that you want to be included in your ad along with your graphics and/or text.

INSERTION ORDER

Our Insertion Order form is now online! Reserve and pay for your ad at THSC.org/advertisers. The form is included here as a courtesy to those who prefer to submit manually.

Please Print or Type Contract Date: _____

Company Name: _____

Contact Person Name: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Website: _____ THSC Representative: _____

PRINT ADVERTISING

Review

- Winter _____
- Spring _____
- Summer _____
- Fall _____

Artwork

- Artwork is enclosed/attached
 - Use the same artwork for each/all issue
 - I will send art by the deadline
 - I plan to submit new art for each issue
- Note: If artwork is not received by deadline, previous artwork will be used.

Ad Space Reserved

- | | | |
|---|--------------------------------------|---|
| <input type="checkbox"/> Outside Back Cover | <input type="checkbox"/> Full Spread | <input type="checkbox"/> Third Page |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Full Page | <input type="checkbox"/> Quarter Spread |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Half Page | <input type="checkbox"/> Sixth Page |

ELECTRONIC ADVERTISING

AdBlast

____/____/____
____/____/____
____/____/____
____/____/____

Thrifty Thursday

Premium

____/____/____
____/____/____
____/____/____
____/____/____

Standard

____/____/____
____/____/____
____/____/____
____/____/____

Small

____/____/____
____/____/____
____/____/____
____/____/____

Price/AdBlast: \$ _____ for _____ (placements) : \$ _____

Price/Thrifty Thursday: \$ _____ for _____ (placements) : \$ _____

Price/REVIEW: \$ _____ for _____ (placements) : \$ _____

Total Due: \$ _____

- Paid in advance
- Bill me (Review only). I will send payment by deadline on Print Rates & Specs Sheet.
- Check enclosed
- Charge my Visa, MasterCard, Discover, or American Express (circle one).

Card #: _____ Exp: _____

Name on Card: _____ Billing ZIP Code: _____

Authorized Signature: _____

PAYMENT

THSC BY THE NUMBERS

- More than 57,000 print magazines distributed each quarter to a readership of more than 135,000.
- An engaged email readership of more than 20,000! The list requires a double opt-in (quality check), which makes it accurate.
- The website has more than 25,000 unique visitors per month logging more than 130,000 individual page views.
- 63% of our readers are between the ages of 36 and 50.*
- 50% have an income of over \$45,000 annually, with 27.9% earning more than \$75,000 per year.*

**based on informal survey with more than 700 households responding.*

TEXAS HOME SCHOOL CURRICULA STATS

- Math, science, history, grammar, and reading are the top five subjects purchased.
- 75.6% of responding households teach children ages 6–11, and 72.7% teach ages 12–17.
- 90.4% plan to teach through the 12th grade.
- 74.4% choose their curricula based on ease of use.
- 71.6% choose their curricula based on affordability.
- 69.6% choose their curricula based on religious beliefs.
- In the past year, 76.5% of respondents purchased Christians books, and 90% enjoy reading for pleasure.

WHY PRINT ADVERTISING?

- More than 60 percent of magazine readers take some action after seeing a print ad. These actions include hopping on the web to search for more information, picking up the phone to call the company and heading to the store to make a purchase. *2015 Magazine Media Factbook*
- According to a 2014 study, 35 percent of readers visited the advertisers' websites after seeing a magazine ad.*
- Fifty-six percent of all consumers said they trust print marketing more than any other advertising method, and 7 out of 10 Americans reported that they find print advertising speaks to them on a more personal level than online ads.*
- Three out of four small businesses use print marketing to reach their target customers.*

**"Why advertising in Print Magazines is more important than ever!" by Kevin Lapalme, Lapalme Media*

“

Advertising, in the THSC Review, has helped make Apologia the #1 name in home school science and worldview curriculum in the Lone Star State. Thank you THSC!

”

- David Webb, Marketing Director
Apologia Educational Ministries