Homeschool.com

Welcoming · Inspiring · Life-changing

Fall/Winter Opportunities & Events

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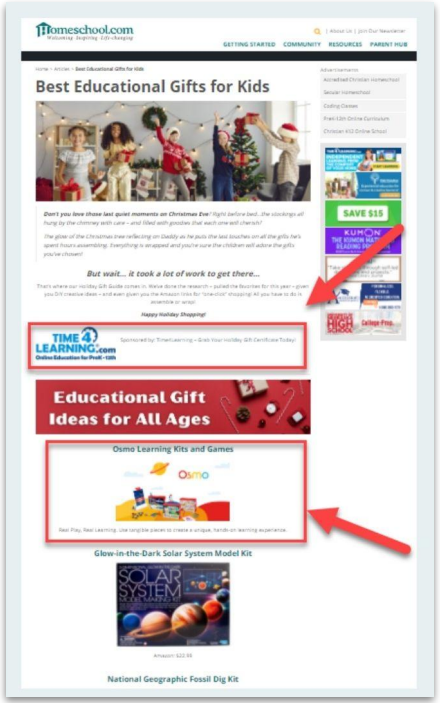
What We Do

Homeschool.com is a conservative, family-oriented site that has been helping homeschoolers for over 20 years. Homeschool.com believes everyone should homeschool in their own unique way doing what brings them joy. This is why the Homeschool.com team consistently provides free tools for homeschooling, product reviews, guides, advice, and support to all homeschooling families.

We partner with businesses like yours to connect homeschool families to the resources and products that they need!

13th Annual Holiday Gift Guide



Gift Guide Sponsor – $1000

The sponsor of this year's gift guide will be featured at the top of the guide with a link to a holiday gift option. (Ex. gift certificates) Substantial social promo, eblast, and guide lives on site for 1-year. Category sponsor - $500

Gift Guide Listing – $250

Add your product to this year's educational gift guide with a description and link to your item. Lives on site for 1-year with substantial social promo. We request that you share on your business social media.

Gift Guide Voting/Giveaway

Visitors can vote on their favorite holiday gift to be entered to win a giveaway package. Sponsors can add gifts to the giveaway and will get social, email mentions in prize descriptions.
LAST gift guide giveaway voting had 8,000 votes!

Details:

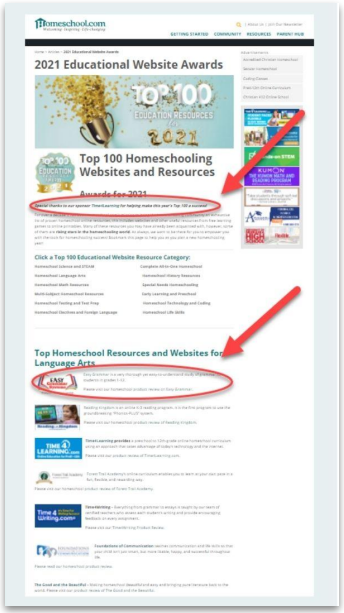
Launch: Day Before Thanksgiving

Homeschool.com has consistently published an annual Holiday Educational Gift Guide filled with educational gift ideas for the entire homeschooling family. Just in time for Black Friday "armchair" shopping!

Deadline: November 15th

We've come a long way!

23rd Annual Educational Website Awards!



Website Awards Sponsor $2000

- Awards page - top billing - custom image etc.
- Sponsor first mention on all social posts
- Sponsorship on 2 eblasts
- Prize sponsorship (worth $100)
- 1- year on site

Awards Listing – $200

- Upgraded listing
- Custom Image, link, description
- Option to participate in giveaway with a $100 prize offering (gets social share mention)
- 1 -year on site

Details:

Launch: January 10-13th (nominations start) With entry giveaway.

January 15-20 (voting on favorites)

January 21 Awards go live.

Homeschool.com has sponsored the Educational Website Awards for 23 years. Homeschoolers will be able to nominate their favorite websites that help them homeschool and listing sponsors can add images, descriptions and links to their products, participate in our giveaway, and Mid-Year Homeschool Conference.

Deadline for Businesses to sponsor: January 18th

See our original Website Awards from 1999!

Welcome Email Sponsor – $1200

Display your banner ad on our welcome email! Our **best performing email gets over 56% opens and 38% CTR.** Purchase limited to one quarter at a time and discounted for the entire quarter. Over 1500 sign-ups per month! GREAT OPTION!

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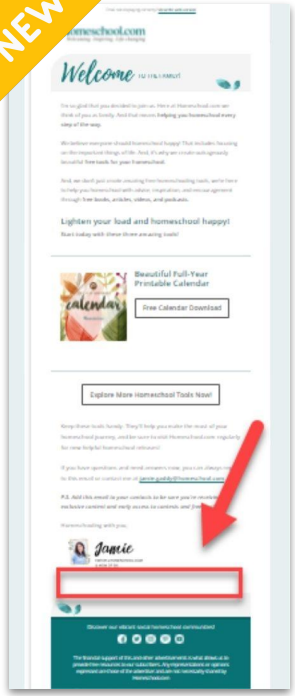
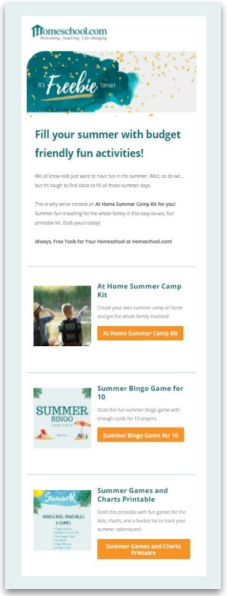
NEW





Display Impressions – $15/CPM

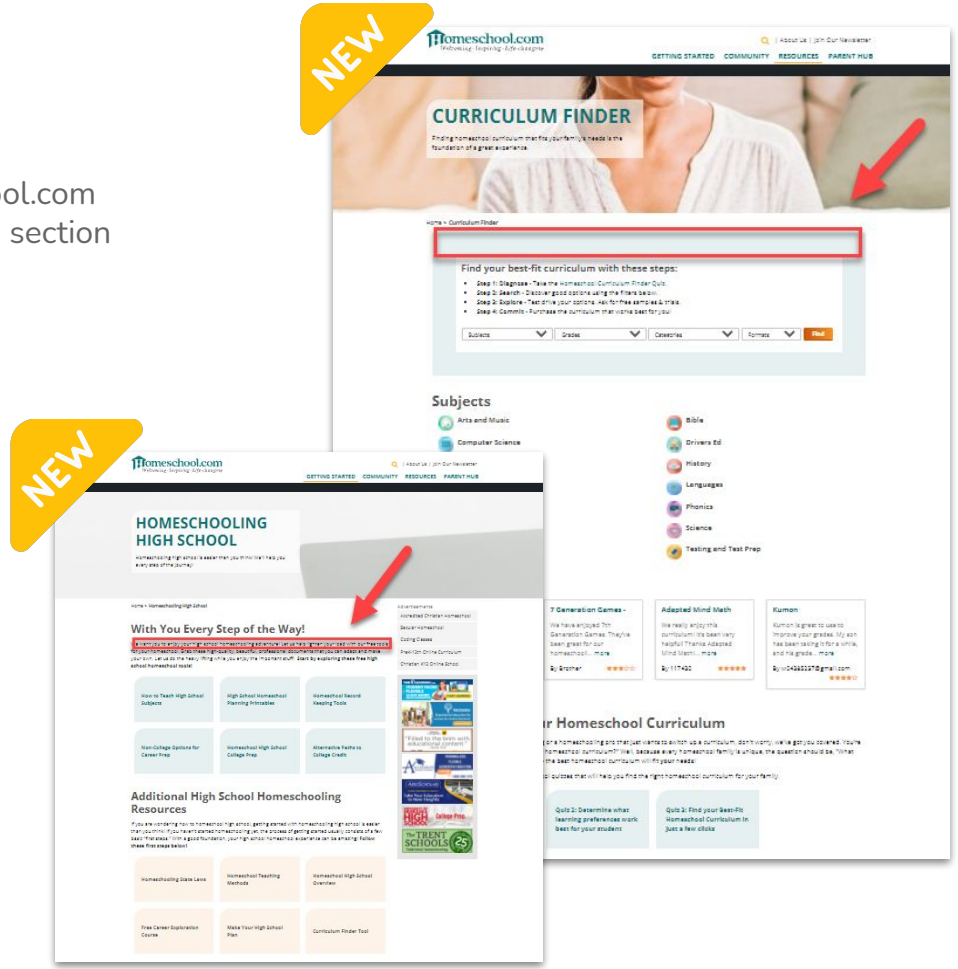
Freebie Friday Email – $500

This is an email sent out once a month with awesome freebies from homeschool companies. Get your product and "free perk" listed today! **Great open rate at 15% with 4% CTR. Everyone loves freebies!**

Section Sponsor - $500/mo

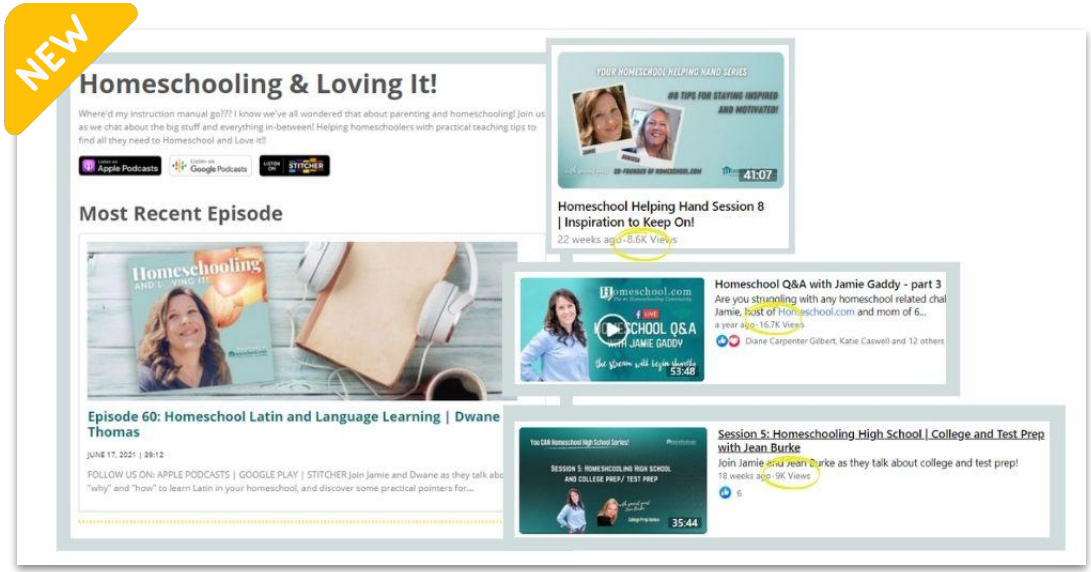
GREAT VALUE!! Sponsor a main section on Homeschool.com and get a text link to your site placed at the top of each section page. Sections include:

Homeschool Methods and Styles
How to Homeschool Elementary/Preschool
How to Homeschool Middle School
How to Homeschool High School
How to Homeschool Special Needs
Homeschool Groups & Local State Listings (SOLD)
Curriculum Finder & Main Category Pages



Featured Podcast/FB Live/YT with host – $500

Our podcast and FB Live segments are a great way for you to reach homeschool families. Join our Editor as she either interviews or hosts your podcast/FB Live session. Sessions will need to be informative and educational, with product discussion at the end. FB Live average views 11.6K/2500 podcast listens YTD. Podcasts and FB Lives live on site indefinitely and are also added to our YouTube channel. Videos are PRE-RECORDED and streamed as LIVE. Great deal - 3 different mediums for the price of one!

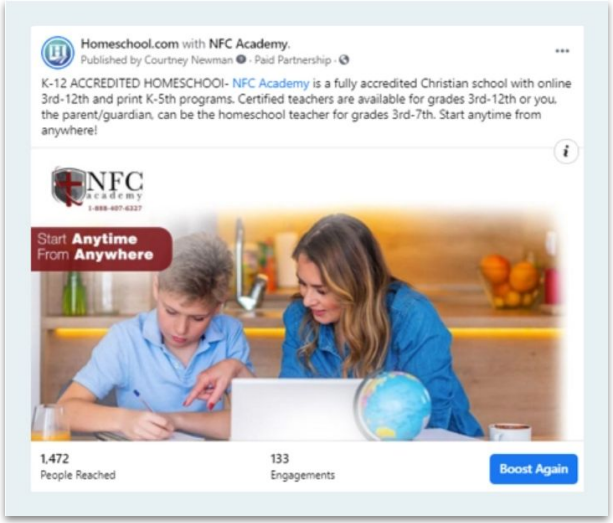


Blog Post: $250

We will feature the blog on the homepage of Homeschool.com for approximately one week, then it will live on our site indefinitely.

Social Media Post: $250

Get the word out about your product on our engaging social channels! Great value and most popular!
ADD ON Military HS Group 6K (+100)
ADD ON Roadschooling group 17K (+200)



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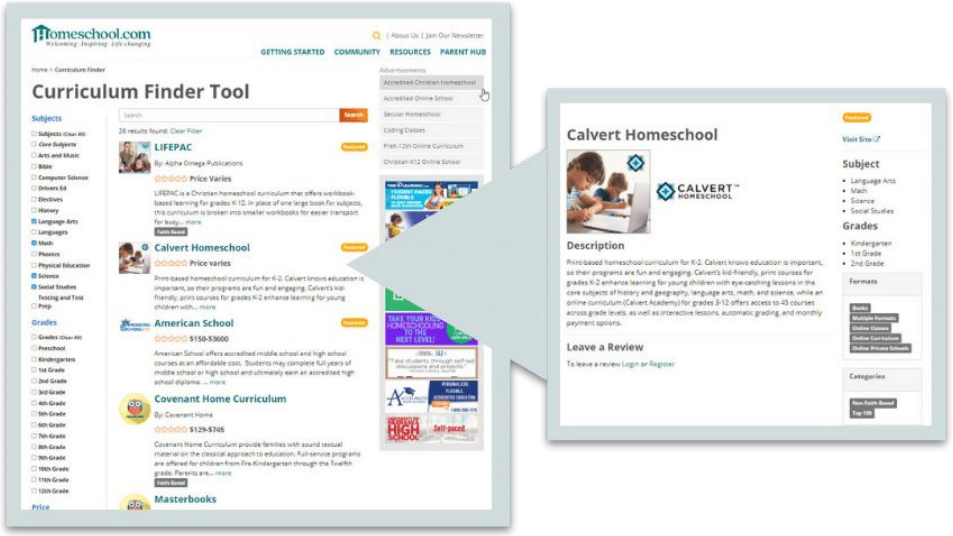
Featured Curriculum Finder Listing – $1,000 a year

Our Curriculum Finder is a handy tool for homeschooling parents searching for the right curriculum. Our advanced filters help homeschool families discover resources aligned to their particular needs. Upgrade your listing with a video, image, site url, and content about your product. Featured listings get top of page position. Reserve your listing today!

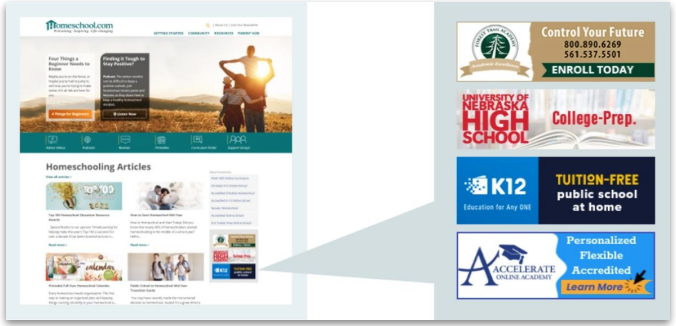


Product Reviews $250 – $750

$250	$500	$750
Basic Review with info or summary of what we see on your site	Customized Product Review using the product and doing an expert review with pictures	Complex Product Review with a video demonstrating the product

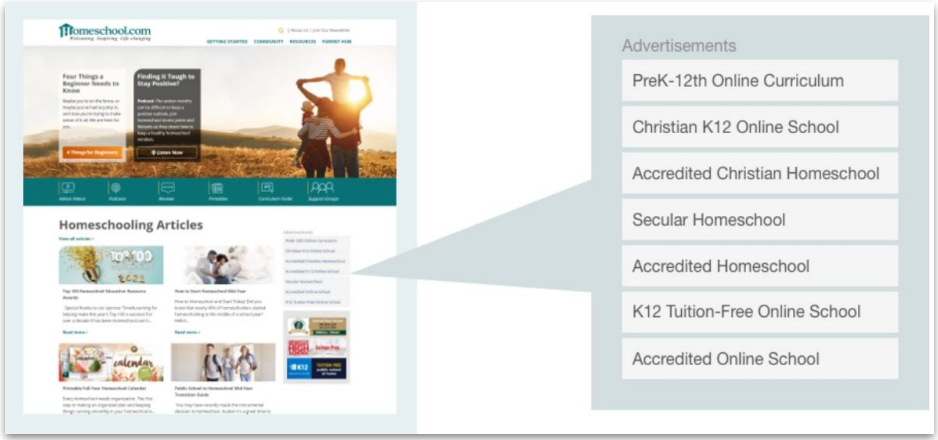
Banner Ad – $550 a month

Banner Advertising on Homeschool.com is a great way to build your brand. Your Ad is featured on the right-hand column of our homepage, links directly to your website, and is “run of site”.



Text Button Ad: $800 a month

Text Button Ads are very popular, and can be found at the top right of our homepage, and are “run of site”. Your company name and/or description link directly to your website.



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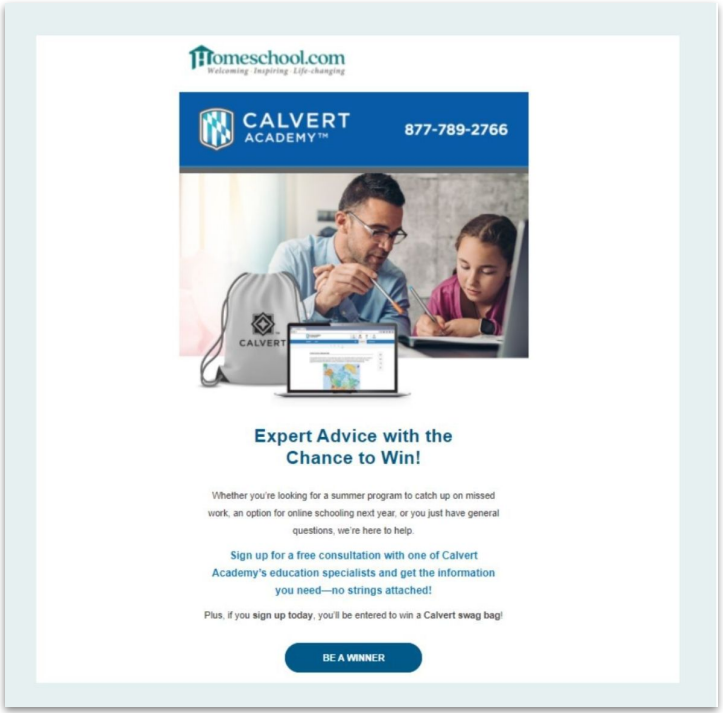

Dedicated Eblast – $2,500

An Eblast Campaign gets your product featured in an email and homeschoolers can click-thru to your site for more information or to sign up to receive your products and/or services.

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Social Media

44K

2K

133K views/mo

Site Statistics

172K
Monthly Unique Visitors

211K
Monthly Visitors

138K
Email Subscribers

Open Rate: 18.6%

Click Through Rate: 4.71%

We can't wait to partner with you!

Questions?