

# Fall/Winter Opportunities



#### 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. That's 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 - \$1500

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.

#### Gift Guide Listing - \$150

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

#### **Details:**

Launch: Day Before Thanksgiving

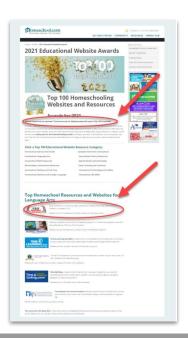
Homeschool.com has consistently published an annual Holiday Educational Gift Guide filled with educational gift ideas for the entire homeschooling family. Just in time for Black Friday "armchair" shopping!

Deadline: November 15th





## 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 12th - 17th (nominations start)

January 19 Awards go live.

Homeschool.com has sponsored the Educational Website Awards for 11 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: January 18th

See our original Website Awards from 1999!



## **Mid-Year Homeschool Conference**

#### Platinum Conference Sponsor - \$3000

The sponsor of our 2nd Mid-Year Homeschool Conference will receive:

- Banner ad on conference pages & promo video
- Sponsorship on social and eblasts (3)
- Conference giveaway prize (worth \$100)
- One dedicated social media post to promote your business

#### **Details:**

Launch: January 25th

Homeschool.com presents our Second Mid-Year Homeschool Conference. Free of charge for all homeschool families with free downloads, workshop sessions and giveaways.

Deadline: January 17th

#### **Gold Conference Sponsor - \$1750**

- Shared banner ad on conference pages
- Sponsorship mention on social & eblasts
- Conference giveaway prize (worth \$100)

#### Workshop Video Session (FREE)

<u>Submit your workshop ideas for approval</u> and create a practical educational **video workshop and printable** for homeschoolers for the Mid-Year Homeschool Conference. Mentions of your product are limited to the end of the workshop session. You'll get a social media mention of your workshop and you agree to share the conference on your social channels.

#### 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. Over 1500 sign-ups per month.







#### **Display Impressions - \$15/CPM**



#### Freebie Friday Email - \$750

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.



#### 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.







We will feature the blog on the homepage of Homeschool.com for approximately one week and 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!

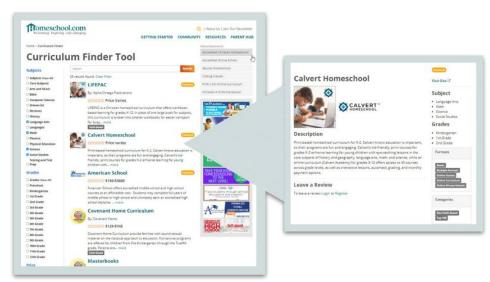




### Featured Curriculum Finder Listing - \$1,000 a year

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







#### 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.



Social Media







**Site Statistics** 





138K
Email
Subscribers

Open Rate: 18.6%

Click Through Rate: 4.71%

# We can't wait to partner with you! Questions?

