

California HomeSchooler

Sarah Smith, Advertising Coordinator
HSC-CHSads@hsc.org

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Dear Potential Advertiser:

Thank you for your inquiry about advertising in the *California HomeSchooler*, the bimonthly publication of the HomeSchool Association of California (HSC), www.hsc.org.

The *California HomeSchooler* accepts ads related to homeschooling or education. We reserve the right to refuse advertising deemed inappropriate. We accept only half-page and quarter-page size ads. Page trim size is 6 inches wide by 9 inches high. The mail date indicated below is approximate. We can accept electronic files in EPS, pdf, tiff, InDesign or PageMaker format. Please include all linked graphics, photos, and Postscript typefaces used in your ad file, unless those have been embedded. Otherwise, ads should be submitted camera-ready, which can be a computer laser print, Photostat, or good-quality photocopy. If you want your ad materials returned, please include return postage and mailing label.

Ad Size	Ad Rates			
	W x H	Price	3 issues*	6 issues*
Half Page/horizontal	4 ³ / ₄ " x 4"	\$90	\$255	\$480
Half Page/vertical	2 ³ / ₈ " x 8"	\$90	\$255	\$480
Quarter Page/horizontal	4 ³ / ₄ " x 2"	\$60	\$165	\$300
Quarter Page/vertical	2 ³ / ₈ " x 4"	\$60	\$165	\$300

(Ads must be in consecutive issues, and payment received in full prior to first month's placement, to receive package deals.)

Publishing Schedule			
Issue	Topic	Ad Deadline	Mail Date
December 2009	Adults in Training	Oct. 1	Nov. 25
February 2010	Family: Extended	Dec. 1	Jan. 25
April 2010	HSC Conference	Feb. 1	March 25
June 2010	Support Groups & Learning Clubs	April 1	May 25
August 2010	Homeschooling "Newbies"	June 1	July 25
October 2010	True Homeschooling Stories	Aug. 1	Sept. 25

Payment must be received by the ad deadline. Please send payment to: HomeSchool Association of California (HSC), P.O. Box 77873, Corona, CA 92877-0128. Please send ad materials via email to HSC-CHSads@hsc.org, or if you have hard copy or a disk, use the above HSC mailing address.

Sincerely,

Sarah Smith
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Sarah J. Wilson
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