



2020 MEDIA KIT

Digital Advertising Opportunities

ARIZONA FAMILIES FOR HOME EDUCATION

AFHE Ad Manager | ads@afhe.org

P.O. Box 2035, Chandler, AZ 85244-2035

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 membership is available to all Arizona homeschool parents.

Our mission is to **INSPIRE** parents to homeschool their children; **PROMOTE** parent-led, privately funded home education; and **PRESERVE** the freedom to homeschool in Arizona.

AFHE IS A REPUTABLE SOURCE OF INFORMATION

AFHE has 37 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

Learn more about advertising opportunities with AFHE
ads@afhe.org

Email, Social Media, and Website Statistics

We have strategic plans to continue growing the AFHE email list, increase open rates, and gain additional social media channel subscribers throughout the year ahead. The following numbers are as of May 2020.

All of our social media channels can be found **@AFHEconnect**.

EMAIL

Email List Subscribers	7,600+
Eblast Open Click Rate Avg.	17% 2%

WEBSITE

Average monthly unique visitors	5,784
Demographics	72.7% female 24% ages 25-34 and 38% ages 35-44

FACEBOOK

Fan page	4,902 followers
Homeschool Arizona group	3,930 members

INSTAGRAM

1,069 followers

YOUTUBE

595 subscribers

PINTEREST

1,178 followers, 1,900 monthly viewers

TWITTER

450 followers

Digital Advertising

DEDICATED STAND-ALONE EBLAST ADS

Receive focused attention on your advertisement to the 7,600 subscribers to the AFHE email list. These stand-alone eblast advertisements are an exceptional opportunity to promote your curriculum or resource to Arizona homeschool families.

SCHEDULE

Eblast advertising is limited to once per month for any one advertiser.
Eblast ads are scheduled to go live on Tuesdays or Thursdays.

INCLUDES SOCIAL POST

Each eblast ad will be shared to the AFHE Facebook page when the email campaign goes out. Advertiser may provide a square graphic to accompany the social post, if desired.

PRICING AND SPECS

FORMAT: Single jpg or inline HTML **SUBMISSION DEADLINE:** Two weeks prior to the go-live date

	IMAGE SIZES in pixels	PRICE Single Ad	PRICE 3 or more in a 12-mo. period	LINKS AND TEXT
Stand-alone Eblast ad Max: 8 in a 12-month period with approval	800 max width	\$275	\$225	Advertiser provides subject line along with single image with hyperlink - or - full inline HTML. SINGLE IMAGE: Up to 800 pixels wide, height is flexible. We will link the image to the web page you indicate. 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. AFHE uses Mailchimp.

SUBMIT AD INSERT ORDER ONLINE

afhe.org/advertising

Applying to advertise with AFHE is a two-step process.

1. Complete the online ad insert order.
2. Pay for your ad order with a credit card online or mail a check.

Payment is collected separate from the order. Payment instructions will be provided upon acceptance of 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 through our website 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 contract is received and 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.

Eblast AD SCHEDULING: Eblast ad scheduling will be coordinated with the AFHE Ad Manager. These ads do not necessarily need to be scheduled in consecutive months, but must be scheduled for publication within the 12-month period following the submission of the ad contract and payment. AFHE reserves the right to limit the Eblast 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.

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 contract. In addition, advertisements must support the AFHE vision of parent-led, privately funded home education. Advertisements for schools (public or private) or taxpayer funded 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.