

THSC MEDIA KIT 2023

REACH TEXAS HOMESCHOOL FAMILIES ONLINE & IN PERSON



THSC IS *THE* INFORMATION SOURCE FOR TEXAS HOMESCHOOL FAMILIES.

Texas Home School Coalition has been serving Texas homeschool families for 35 years. THSC publishes the *Home Educator Express* and *Family Freedom Caller* e-newsletters; provides resources for homeschool families on two websites, THSC.org and HomeEducator.com; and maintains a presence on Facebook, Twitter, Instagram, and YouTube.

“THSC has been a vital partner in helping us reach a truly vibrant and excelling portion of the educational system in Texas, the oft forgotten homeschoolers... Without them, many vital friendships would not have been made.”
- Scott Mauser, Administrator, Alpha Omega Institute

NO OTHER ORGANIZATION REACHES AS MANY TEXAS HOMESCHOOL FAMILIES AS THSC.

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 homeschooling population.

THSC exists to protect and support Texas homeschool 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 ads.

BEGAN THSC—1986

MEDIA TYPE Website, email newsletters, social media

WEBSITES THSC.org and HomeEducator.com

CIRCULATION 72,000+ subscribers (Home Educator Express)
35,000+ subscribers (Family Freedom Caller)

PUBLISHER Tim Lambert, President

Texas Home School Coalition

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THSC BY THE NUMBERS

HOME EDUCATOR EXPRESS

monthly e-newsletter
total subscriber
list of more than

72,000

FAMILY FREEDOM CALLER

more than

35,000

subscribers
bi-monthly

THSC'S WEBSITES

draw more than

45,000

unique visitors
per month.

90% OF RESPONDENTS

live in the DFW, San
Antonio, Austin,
or Houston
metropolitan areas.



THSC AUDIENCE STATISTICS

81%

of respondents are between
the ages of 30 and 50.

61%

of THSC's audience
has a college degree.

40%

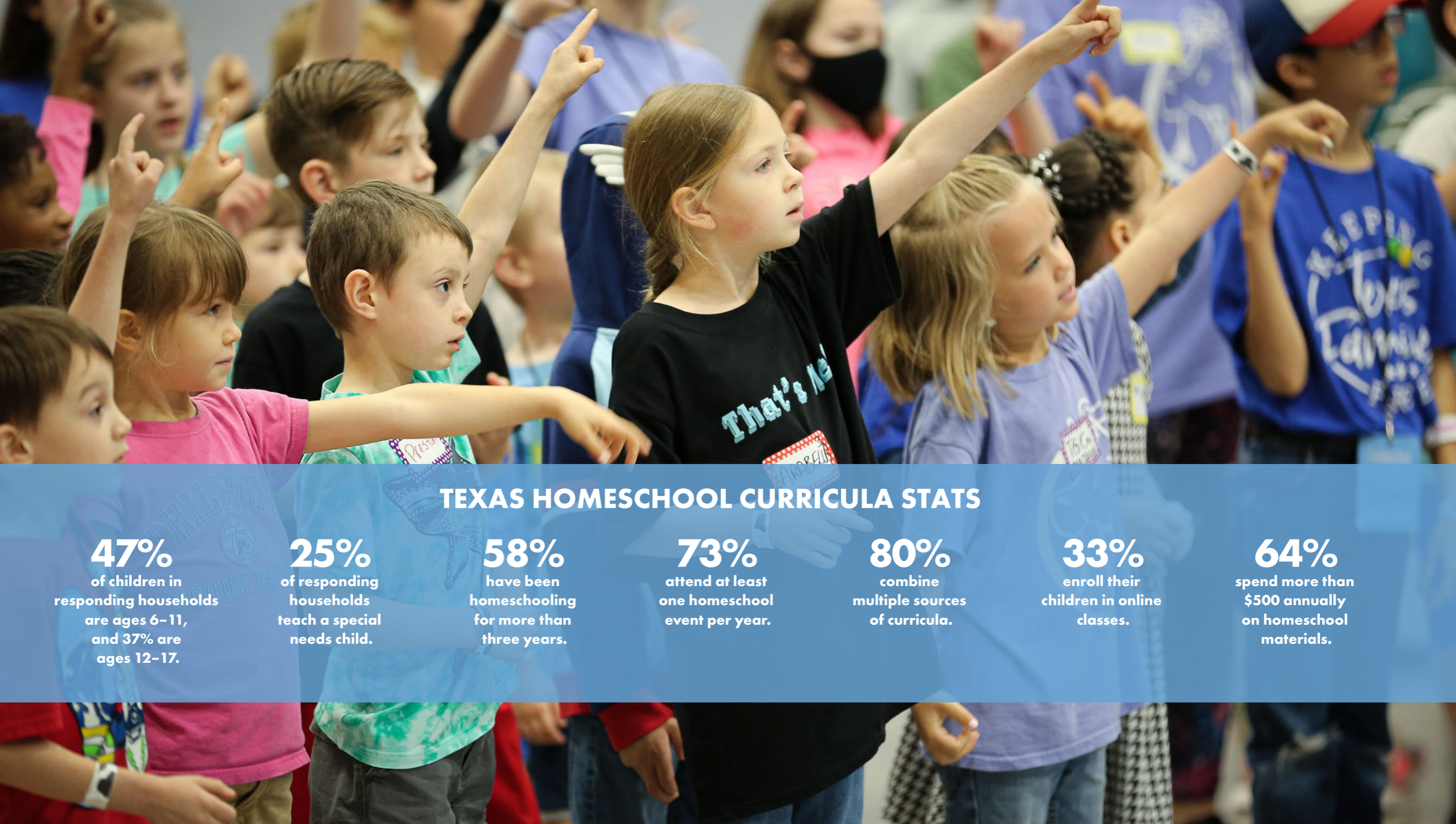
increase in the
withdrawal from
school, to homeschool.

10%

of Texas students
are homeschoolers.

80%

of respondents
identify as Christian.



TEXAS HOMESCHOOL CURRICULA STATS

47%

of children in
responding households
are ages 6–11,
and 37% are
ages 12–17.

25%

of responding
households
teach a special
needs child.

58%

have been
homeschooling
for more than
three years.

73%

attend at least
one homeschool
event per year.

80%

combine
multiple sources
of curricula.

33%

enroll their
children in online
classes.

64%

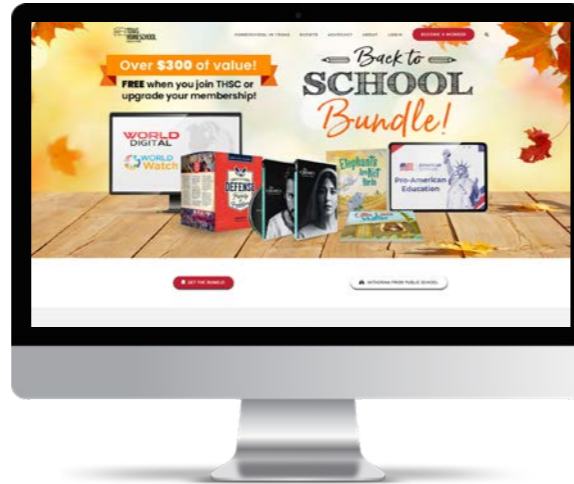
spend more than
\$500 annually
on homeschool
materials.



GUIDELINES FOR E-ADVERTISING

- All advertising must be paid in full and final artwork received 2 weeks prior to the run date.
- For email advertising, THSC will provide a proof email prior to the scheduled run date. Advertiser approval will be required. In the event the advertiser does not reply to the proof email, THSC will approve the proof and send.
- Advertiser understands that if these deadlines are not met, THSC cannot ensure the ad will be sent on the desired date or another date thereafter.
- By advertising with THSC, the advertiser agrees that THSC reserves the right to modify and/or redesign any creatives submitted by the advertiser, at THSC's sole discretion. Furthermore, THSC reserves all rights to reject any advertiser or specific advertisement.

REACH TEXAS HOMESCHOOL FAMILIES EVERY DAY!



THSC.ORG WEB BANNERS

Texas Home School Coalition's main site, Texas-focused, laws, policy, events



HOMEEDUCATOR.COM WEB BANNERS

Website for homeschool families

THSC.ORG — WEB BANNERS

Your ad will be placed on 700+ pages of THSC.ORG (except the homepage and select other pages due to technical compatibility). THSC.org receives more than 38,000 visits per month.

RATES AND POSITION OPTIONS:

- **PREMIUM** banner position (\$600/month) — Top placement in the upper left-hand sidebar. Can be seen without scrolling on most pages with the exception of mobile devices, where the banner will be located at the bottom of the page. Up to four banners rotated every 4-5 seconds. Specifications: 300 x 250 pixel JPEG or PNG file, with link.
- **STANDARD** banner position (\$450/month) — Placed within content. Must scroll to view on most pages. Up to four ads rotated every 4-5 seconds. Specifications: 728 x 90 pixel JPEG or PNG file, with link.

NOTE: Discounts are offered for multiple months which may be either consecutive or non-consecutive:

PREMIUM DISCOUNTS

3 months: \$100 off total
6 months: \$350 off total
12 months: \$1,000 off total

STANDARD DISCOUNTS

3 months: \$75 off total
6 months: \$250 off total
12 months: \$750 off total



HOMEEDUCATOR.COM — WEB BANNERS

Your ad will be placed on 75+ pages of HOMEEDUCATOR.COM (except the homepage and select other pages due to technical compatibility).

RATES AND POSITION OPTIONS:

- **PREMIUM** ad position (\$150/month) — Top placement in the upper left-hand sidebar. Can be seen without scrolling on most pages with the exception of mobile devices, where the banner will be located at the bottom of the page. Up to four banners rotated every 4-5 seconds. Specifications: 300 x 250 pixel JPEG or PNG file, with link.
- **STANDARD** ad position (\$100/month) — Placed within content. Must scroll to view on most pages. Up to four ads rotated every 4-5 seconds. Specifications: 728 x 90 pixel JPEG or PNG file, with link.

CURRICULUM RESOURCE LISTING

1 YEAR PLACEMENT—\$600

List your curriculum on one of the most popular pages with new homeschoolers, on both THSC.org and HomeEducator.com. We will place your hyperlink and logo on our webpage. Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.



EMAIL & BLOG ADS

Social media, product review,
monthly newsletter, giveaways & more!



EMAIL SPONSORSHIP — HOME EDUCATOR EXPRESS

Home Educator Express is a monthly e-newsletter with over 72,000 email subscribers. Sponsorship opportunities are available!

PACKAGE OPTIONS

SILVER SPONSORSHIP: Sponsor mention/promotion and linked logo in body of email.

Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.

- 1-Month Sponsorship (1 distribution): \$500
- 3-Month Sponsorship (3 distributions): \$1,250
- Annual Sponsorship (12 distributions): \$5,000

GOLD SPONSORSHIP: Silver package plus 600 x 160 graphic in body of email.

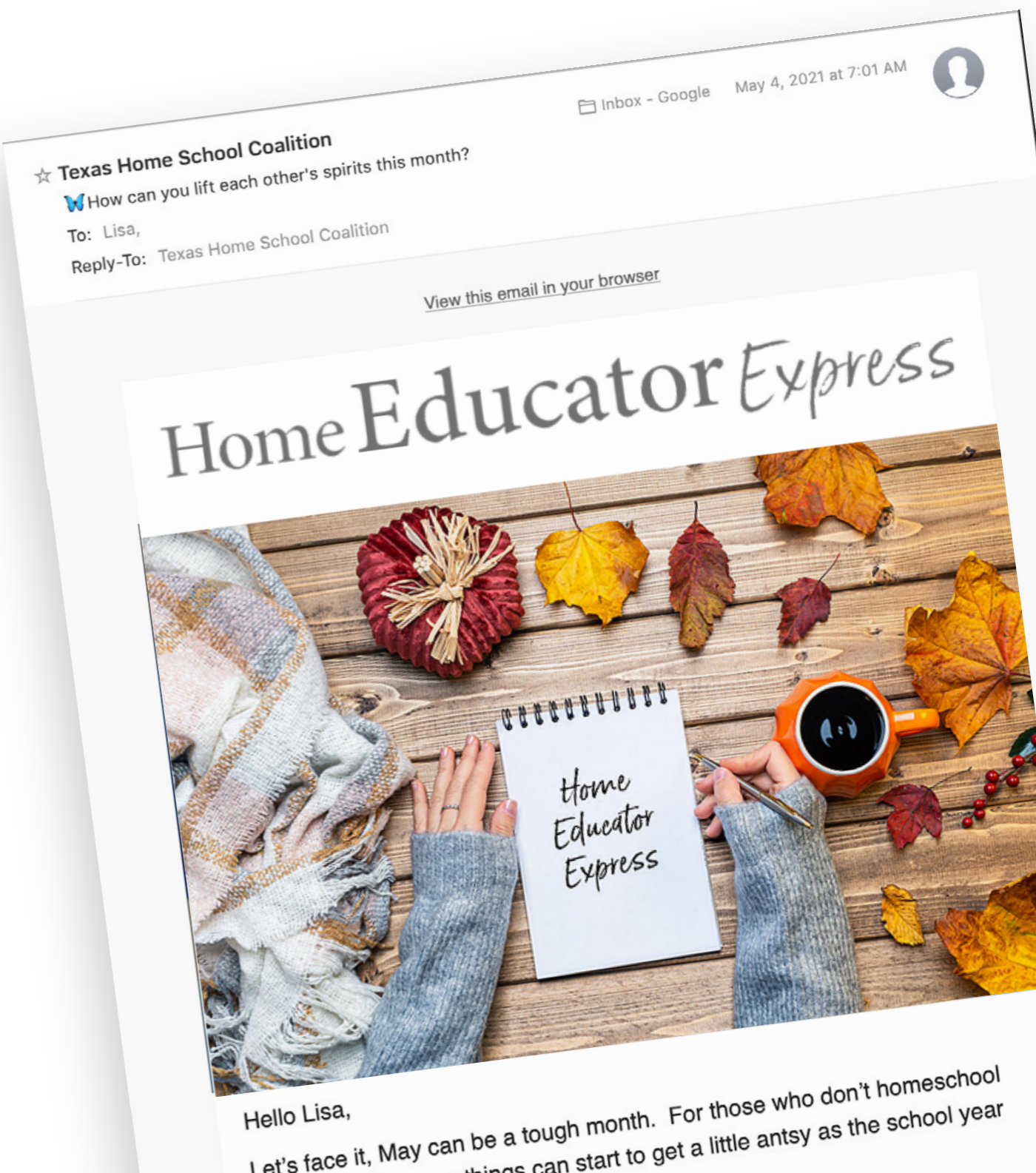
Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

- 1-Month Sponsorship (1 distribution): \$750
- 3-Month Sponsorship (3 distributions): \$2,000
- Annual Sponsorship (12 distributions): \$7,500

PLATINUM SPONSORSHIP: Gold package plus featured product testimonial quote (testimonial to be provided by advertiser).

Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

- 1-Month Sponsorship (1 distribution): \$1,000
- 3-Month Sponsorship (3 distributions): \$2,500
- Annual Sponsorship (12 distributions): \$10,000



EMAIL SPONSORSHIP — FAMILY FREEDOM CALLER

Family Freedom Caller is a bi-monthly e-newsletter with over 35,000 email subscribers.
Sponsorship opportunities are available!

PACKAGE OPTIONS

SILVER SPONSORSHIP: Sponsor mention/promotion and linked logo in body of email. Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.

One-Time Sponsorship: \$400 1-Month Sponsorship (2 distributions): \$750 3-Month Sponsorship (6 distributions): \$2,000 Annual Sponsorship (24 distributions): \$7,500

GOLD SPONSORSHIP: Silver package plus 600 x 160 graphic in body of email.

Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

One-Time Sponsorship: \$650

1-Month Sponsorship (2 distributions): \$1,250

3-Month Sponsorship (6 distributions): \$3,500

Annual Sponsorship (24 distributions): \$12,500

PLATINUM SPONSORSHIP: Gold package plus a mention/promotion of the sponsor by

THSC President Tim Lambert during FFC video (sponsor message subject to approval, assets/messaging must be provided at least one full week prior to FFC video recording).

Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link; 600 x 160 pixel JPEG or PNG file, with link.

One-Time Sponsorship: \$900

1-Month Sponsorship (2 distributions): \$1,750

3-Month Sponsorship (6 distributions): \$4,500

Annual Sponsorship (24 distributions): \$17,500



EMAIL & BLOG — PRODUCT REVIEW

Would you like to let homeschooling families know about your product? Let us share a product review on THSC.org or HomeEducator.com and share with our readers! This product review blog article will also be sent via email.

You provide the product, graphics, and we'll take it from there. One of our experienced writers will make sure our members know all about what you can offer homeschoolers.

GUIDELINES

- 1 PRODUCT REVIEW — \$2,500
- The product being promoted must be directly related and highly relevant to homeschooling.
- The advertiser must provide a special offer (discount or free trial) that is exclusive to THSC’s audience (i.e., is not available to the general public).
- Product reviews will be sent out via email.
- Product reviews will also be posted on THSC.org or HomeEducator.com as a blog post, with a link to the product being reviewed.
- Promotional offers are highly encouraged
- Product reviews will be scheduled based on the time required to review the product.
- Optional add-ons:
- \$100 to include Facebook posting.

PRODUCT REVIEW FORMAT

Products will be reviewed by a member of the THSC writing team who would most benefit using the product. We want to ensure that there is a good match between the product and the user. It is imperative that THSC receives a comprehensive description of the product so that we can best choose the reviewer. The product review blog post on THSC.org will include links to the product and the advertiser’s website and remain on the site. Product reviews have the ability to impact product sales long after the review has been published.

[Example 1 Here](#) [Example 2 Here](#)



EMAIL & BLOG — E-BLASTS BY GRADE

THSC Tips for Grade e-blasts are sent bi-monthly to segmented lists of families categorized by grade level, providing useful tips appropriate for the grades they are teaching. Sponsorship opportunities are available!

The following categories are available, with the number of subscribers to each list:

- Elementary: 3,000+ subscribers
- Middle School: 2,400+ subscribers
- High School: 2,000+ subscribers

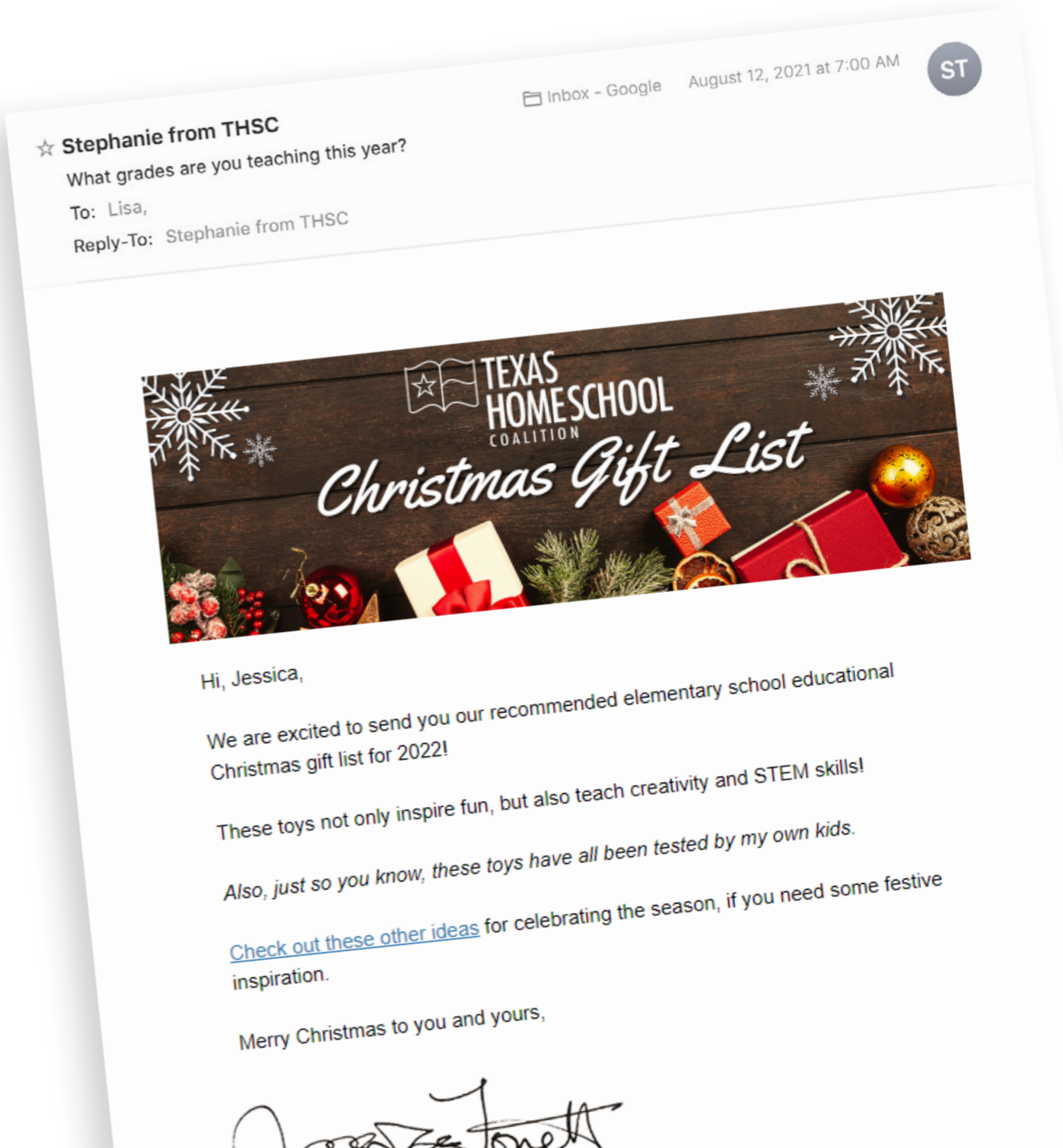
PACKAGE OPTIONS

Each category of the Tips for Grade e-blast (Elementary, Middle School, and High School) is \$200 per month for the following benefits:

- Sponsor mention/promotion in body of email.
- Linked logo in body of email.

Multiple categories may be purchased in any combination for any number of months.

Specifications: 1080 x 1080 pixel JPEG or PNG logo file, with link.



EMAIL & BLOG, WEB, & SOCIAL MEDIA — GIVEAWAYS

Looking for a unique way to connect with Texas homeschoolers? THSC would love to partner with you in offering your product to both new and existing THSC subscribers. We offer is available once per quarter, so reserve your spot quickly!

Do you have a product, destination or event you want to promote to the Texas homeschool community? You provide the artwork and the prize, and we will do the rest. THSC will notify you of the winner’s name at the completion of the contest, and then you deliver the prize!

RATE AND GIVEAWAY BENEFITS

1-MONTH GIVEAWAY — \$3,000

- Promotion on THSC websites
- Email marketing (featured in THSC’s e-newsletters),
- Social media advertising worth \$150 on Facebook
- THSC will share new subscriber names and addresses (email or physical).

DETAILS

- Advertiser will send graphics to their THSC representative, as listed under the “Images Needed for Giveaway” section.
- Giveaway promoted on THSC.org and HomeEducator.com websites, with premium and standard web banners.
- Giveaway promoted on Facebook and Instagram, with THSC spending \$150 in Facebook ads for giveaway.
- 4-6 promotional posts made on Facebook, Instagram and Twitter.
- Using the graphics given, THSC will announce the giveaway in our newsletters for that month—Family Freedom Caller (bi-monthly) and Home Educator Express (monthly).
- THSC will select and notify the winner.
- THSC will inform the advertiser of the winner’s address
- Advertiser must deliver a prize to the winner within 15 days of receiving the winner’s name.
- Winner will be announced via THSC social media outlets as such: Congratulations to Jane D., winner of

IMAGES NEEDED FOR GIVEAWAY

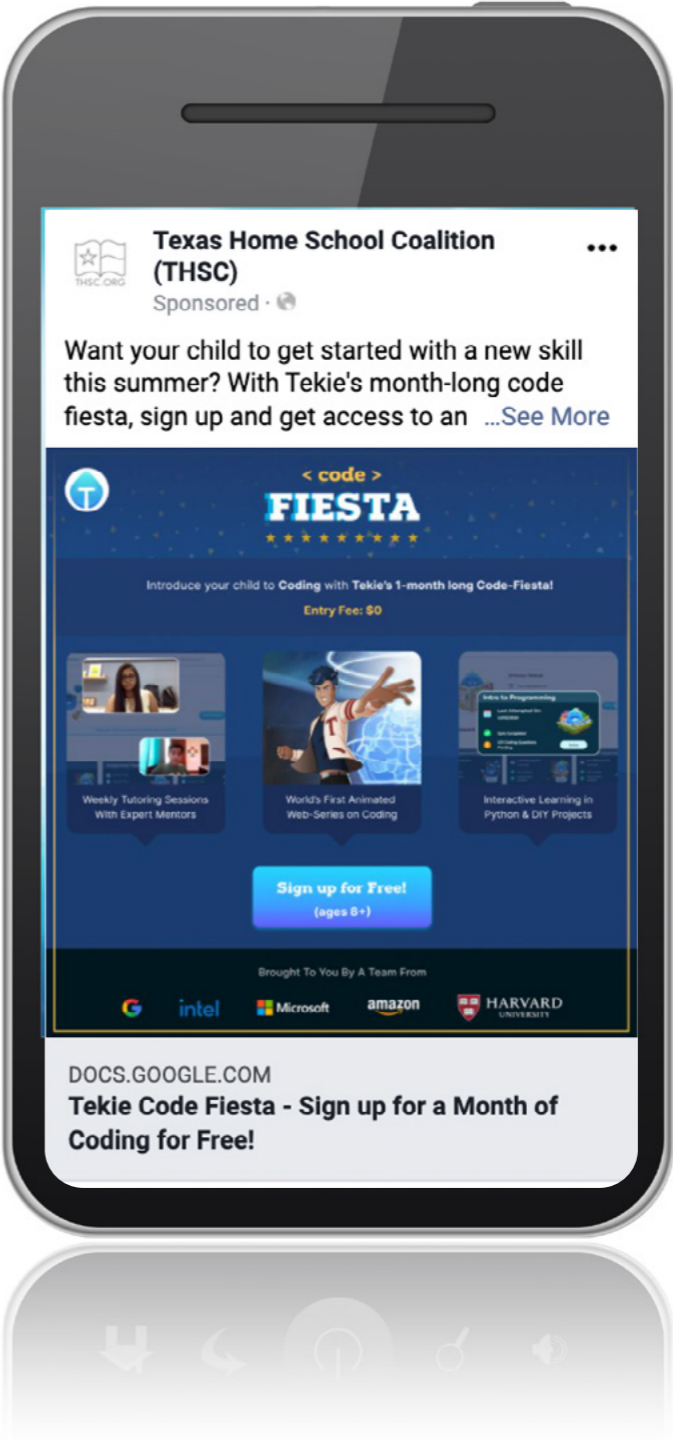
- Company logo: W 1080 x H 1080 pixels
- Facebook: W 1200 pixels x H 630 pixels
- Twitter: W 506 pixels x H 253 pixels
- Homepage slider: W 740 pixels x H 400 pixels
- Instagram: W 1080 pixels x H 1080 pixels

SOCIAL MEDIA — FACEBOOK

FACEBOOK ADVERTISING CAMPAIGN

Facebook advertising campaign to THSC Facebook audience (58,000+ followers).

- THSC runs campaign to Facebook audience on advertiser’s behalf
- Offered in preset increments: 7-day campaign (\$500), 14-day campaign (\$975), 30-day campaign (\$1,950)
- Custom campaign: [Daily ad spending] x [number of days] + 25% + \$100 for post and customization
- Specifications: Please submit ad text (no more than 100 characters), link and graphic/video at least 1 week in advance of your desired run date, to allow for review and revision if needed.



IN-PERSON — FUN AND EDUCATIONAL HOMESCHOOL EVENTS



CONVENTIONS

Reach thousands of attendees at THSC’s two *Texas Home School Conventions* in Spring 2023: one in Dallas-Fort Worth, Texas and one in Houston, Texas. Place an insert into the registration bags given to each attending family, or become a valued sponsor. Limited advertising space is also available in THSC’s Convention app. For more Convention information, please email sales@thsc.org.

CONVENTION
<https://www.convention.thsc.org>



GALA

Black-tie fundraising event held in October 2023 at The Woodlands Resort in Spring, Texas. Sponsorships are available. Please email sales@thsc.org for more information.

GALA
<https://gala.thsc.org>



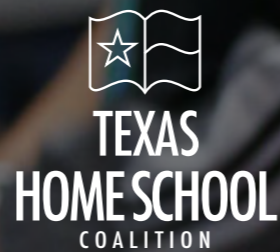
CAPITOL DAYS

THSC hosts hundreds of attendees at Capitol Days in the spring during legislative years. Support home-schoolers as they learn about how the Texas government works, lobby for pro-family bills, and meet with elected representatives and senators. The dates for the 2023 Capitol Days will be released in 2022.

CAPITOL DAYS
<https://www.capitoldays.thsc.org>



For more information contact us at:
sales@thsc.org



TEXAS HOME *School*
CONVENTIONS