



**HSLDA<sup>®</sup>**

*advocates for homeschooling since 1983*



# INTRODUCTION

## EDITORIAL PROFILE

As a national organization representing over 85,000 member families, Home School Legal Defense Association strives to keep our readers on the cutting edge of legal, legislative, and international news involving homeschoolers. Through our website, email service, and quarterly newsletter, *The Home School Court Report*, we report local, state, and federal court cases, legislation, trends, issues, and items of general interest to home educators. Integral to our mission to defend the right of every parent to homeschool, HSLDA seeks to proactively establish homeschooling as an effective educational choice and facilitate positive relationships between the homeschool community and the media, the public, government representatives, and school officials.

## PRINT RATES (See pages 3–6)

### Covers

IBC	\$3,500
IFC	\$3,500
OBC	\$3,750

### FOUR-COLOR

Full page	\$3,250
Half page	\$2,250
Quarter page	\$1,200

**Bonus Offer:** Print rate includes a complimentary web ad running the same months as magazine cover dates. Ad slots based on size of print ad purchased. Contact our advertising representative at 540-338-8287 for details.

## WEBSITE RATES (See pages 8–12)

Sitewide banner zone per month	\$100
--------------------------------	-------

## EMAIL RATES (See pages 13–17)

DE (250K)	\$8,000
DE (125K)	\$5,000
WU	\$1,000
HTHS	\$300
HYSL	\$150
HT2T	\$150

## FREQUENT FEATURES

- Commentary on current court cases, pending legislation, and media coverage of homeschooling
- Analysis of current U.S. legislative trends and international treaties
- Military homeschooling
- International homeschooling
- Support for families teaching children with special needs
- College admissions and financial aid for homeschoolers
- Battling discrimination against homeschoolers
- Practical and legal advice for getting started
- Encouragement for the homeschool journey

## EDITORIAL STAFF

**Publisher:** Home School Legal Defense Association

**President:** J. Michael Smith, Esq.

**Editor:** Suzanne Stephens

**Advertising Account Manager and Sales Representative:** Luke Thomas

**Print Designers:** Todd Metzgar and Keith Ludlow

**Webmaster:** Dave Dentel

**HSLDA Attorneys:** J. Michael Smith, Michael P. Farris, Scott

A. Woodruff, Darren A. Jones, James R. Mason III, Thomas J. Schmidt, Michael P. Donnelly, William A. Estrada, and Peter K. Kamakawiwoole

## CONTACT INFORMATION

For more information about advertising with Home School Legal Defense Association via our website, email list, or the *Home School Court Report*, call 540-338-8605; email [ads@hsllda.org](mailto:ads@hsllda.org); or write to HSLDA, Attn: Ads, One Patrick Henry Circle, Purcellville, VA 20132.



## PRINT ADVERTISING

The Home School Legal Defense Association is proud to present to you the opportunity to advertise in our *Home School Court Report* magazine. Our longest-running publication, the *Court Report* reaches over 85,000 families who make up our membership base. It is our premium production, giving our members news that affects homeschoolers both nationally and internationally.

The *Court Report* provides several advantages to your organization that only a magazine can offer. As a quarterly publication, the *Court Report* enjoys a longer shelf life for readers' continual browsing and exposure to your ad—a benefit you can't get from a newspaper, website, or e-mail advertisement.

Advertising in our magazine also establishes credibility, professionalism, and trust between you and our readers. In a day and age when anyone can buy an inexpensive web ad, *Court Report* ads show readers that you have invested in advertising space with a trusted publication that has been hitting mailboxes for over 25 years.

Our magazine helps you target a niche audience of our 85,000 homeschooling member families. Not only that, but printing in our magazine gives you more ad space and a higher-quality ad than web and email advertisements. And even though the publication is sent nationally, our state-by-state analysis gives you a chance to advertise your local business.

If you choose to advertise in the *Court Report*, why not get more for less? Purchasing ads for multiple issues saves you more dollars per ad, and in addition to this, you get web advertisements at no cost! Your ads in our magazine, paired with free web ads, are our commitment to help you reach homeschooling families everywhere.

### PRINT DATES

Issue	*****Close*	Mailbox
1st Quarter	11/15	1/15
2nd Quarter	2/15	4/15
3rd Quarter	5/15	7/15
4th Quarter	8/15	9/15

\* Payment due



## PRINT ADVERTISING

### GENERAL HOME SCHOOL COURT REPORT SPECIFICATIONS

Trim size of the finished publication is 8.375" x 10.875" (8 3/8" x 10 7/8").

- Printing is four-color, sheet-fed offset with saddle-stitch binding.
- *The Home School Court Report* is printed direct to plate at 175 line screen.

### SETTING UP ADS FOR *THE HOME SCHOOL COURT REPORT*

- All ads must be submitted in digital format. We do not accept ad slicks or "hard copies" only.
- Ads may be submitted in one of the following programs (Mac or Windows): InDesign 2.0/later, Illustrator 9.0/later, Photoshop 5.5/later, FreeHand 9.0/later.
- All fonts used in the ad must be provided (screen and printer). Fonts that are not Mac-based must be converted to outlines. We accept Mac Postscript and True type fonts.
- Images and fonts embedded in FreeHand or Illustrator files must also be provided.
- Save graphic files within ad in one of the following formats: TIFF (without LZW compression), EPS.
- Image resolution should be 300 dpi at the actual image size.
- Colors must be uniquely named, preferably in reference to the group submitting ad (example: PHC Blue, not Blue).
- Colors must be based on a process-color model, not RGB or "spot color."
- Color images must be CMYK not RGB or duotone.
- A proof is recommended to accompany all ads so that HSLDA will know how your ad is to look. Match-prints are not required.
- Make sure ad dimensions are the correct size according to the specs at left

### SENDING PRINT ADS TO HSLDA

- Send ads contained on a CD to: HSLDA, Attn: Ads, One Patrick Henry Circle, Purcellville, VA 20132. Be sure to include a printout of your ad. Phone number for shipping is 540-338-8605. We recommend using a service that can track your package and guarantee delivery.
- To send your ad via email, please fax us a printout of your ad. Our fax number is 540-338-8609. Our email address is [ads@hsllda.org](mailto:ads@hsllda.org). Please contact us for any other transmittal arrangements.

### DISCLAIMER AND NOTES

- Color matching on ads cannot be guaranteed.
- All ad prices include one half-hour of import and preparation time. Any work beyond one half-hour done by HSLDA to correct or change improperly formatted ads will be billed at the rate of \$100 an hour. Advertisers will be contacted if it appears that prep time will exceed the one-half-hour allotment.

### PRINT DIMENSIONS

#### Full page

With bleed—8.625"(w) x 11.125"(h)

W/out bleed—7.5"(w) x 10"(h)

#### Half page

Horizontal—6.625"(w) x 4.475"(h)

Vertical—3.2375"(w) x 9.125"(h)

#### Quarter page

Vertical—3.2375"(w) x 4.475"(h)



# PRINT AGREEMENT

## ADVERTISER INFORMATION

This Advertising Agreement is entered between HSLDA and the Advertiser below on this \_\_\_\_\_ of \_\_\_\_\_, in the year \_\_\_\_\_.

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

Billing name: \_\_\_\_\_

Billing phone: \_\_\_\_\_

Billing address: \_\_\_\_\_  
(If different from above)

## PRINT ADVERTISEMENT

**Issue(s):**  1st Quarter (January–March)  2nd Quarter (April–June)  
 3rd Quarter (July–September)  4th Quarter (October–December)

**Year(s):**  2016  2017

**Ad size:**  Full Page (Bleed)  Full Page (No Bleed)  
 1/2 Page (Vertical)  1/2 Page (Horizontal)  
 1/4 Page (Vertical)

**Placement:**  Inside Front (IFC)  Outside Back (OBC)  
 Inside Back (IBC)  Other \_\_\_\_\_

**Advertising rate per ad:** \_\_\_\_\_ **Total cost:** \_\_\_\_\_

## COMPLIMENTARY WEB ADVERTISEMENT

**Number of ad slots (determined by amount purchased):** \_\_\_\_\_

**Ad target URL:** <http://> \_\_\_\_\_

**Ad URL alt text (60 character max):** \_\_\_\_\_

## AGREED

Signing below indicates agreement with all of the terms and conditions set forth in this document and all supplementary HSLDA print and web advertising information found at [www.hsllda.org/ads](http://www.hsllda.org/ads).

Authorized Advertiser Representative: \_\_\_\_\_

Authorized HSLDA Representative: \_\_\_\_\_

## PAYMENT NOTE

Checks should be made payable to "HSLDA." Payments should be addressed to: HSLDA, Attn: Ads, One Patrick Henry Circle, Purcellville, VA 20132.

## CONTACT INFO

**HSLDA Ad Sales Representative**  
Luke Thomas

**Address**  
One Patrick Henry Circle  
Purcellville, VA 20132

**Telephone**  
540-338-8605

**Facsimile**  
540-338-8609

**Email**  
[ads@hsllda.org](mailto:ads@hsllda.org)

**Web**  
[www.hsllda.org/ads](http://www.hsllda.org/ads)



# PRINT AGREEMENT

## AGREEMENT TERMS & CONDITIONS

**Payment:** The full payment for each advertisement is due by the specified “close” date. HSLDA reserves the right to refuse or cancel ads until balance is paid. HSLDA will charge late fees for any contracted advertisement that goes unpaid for more than 30 days. In the event that it becomes necessary to initiate collection proceedings against Advertiser for any unpaid amounts owed, Advertiser shall be liable for all costs of collection, including but not limited to court costs and reasonable attorney fees.

**Pricing:** All ad prices include up to one half-hour of import and preparation time. Any work beyond one half-hour done by HSLDA to correct or change improperly formatted ads will be billed at the rate of \$100 an hour. Advertisers will be contacted if it appears prep time will exceed one half-hour.

**Rate Changes:** Advertising rates are subject to change at any time. Written contracts in effect at the time of a rate change will be honored but not extended.

**Frequency Discounts:** Multiple insertions must be specified in original order, and advertising schedule must be completed within one year of first insertion.

**Cancellations & Refunds:** Cancellations must be made in writing prior to the “close” date. Advertisers who cancel after this deadline will incur a fee to be determined by HSLDA based on ad size and date of cancellation.

**Ad Restrictions:** Advertisements which, in the judgment of the publisher, are not identifiable as such, will be labeled “advertisement.” No attempt to simulate HSLDA’s editorial format is permitted. HSLDA may in its complete discretion refuse the use of any advertising.

**Time Sensitivities:** Because the *Court Report* is a quarterly magazine, it is not the ideal method to communicate urgent, timely event announcements. (See instead HSLDA’s web and email advertisements.) Therefore, ads should not contain dates any earlier than the first of the month following the issue in which the ad appears. (For example, ads for the Summer 2013 issue should contain no dates earlier than October 1, 2013.)

**Publication Dates:** Due to the nature of HSLDA’s legal and legislative work, our publication release dates may be subject to unforeseen delay. The *Court Report* issue dates are target dates only, and HSLDA does not guarantee the release of the *Court Report* on target dates. Should a delayed release date affect an Advertiser’s planned promotion, HSLDA may provide or offer a substitution on a case-by-case basis.

**Ad Placement:** HSLDA will consider special requests for ad placement. Granting such requests may result in additional costs and will, of course, be considered in the order received.

**Right to Refuse Advertising:** All ads are subject to the approval of HSLDA. We reserve the right to refuse any advertisements for any reason or for no reason, in our sole discretion. HSLDA is not liable for any costs relative to a rejected advertisement.





## PRINT AGREEMENT

**Truth in Advertising/Indemnification for Liability:** Advertiser is solely responsible for any liability arising out of or relating to (1) the advertisement, and/or (2) any material to which users can link through the advertisement. Advertiser represents and warrants that he or she holds the necessary rights to permit the use of the advertisement and link by HSLDA for the purpose of this agreement; and that the use, reproduction, distribution, or transmission of the advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify and hold harmless HSLDA, its officers, agents, and employees, from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by HSLDA, arising out of or related to Advertiser's breach of any of the foregoing representations and warranties. Advertiser agrees to request that HSLDA be listed as an additional insured on any policy issued to Advertiser pursuant to which there could be coverage for any of the forms of liability described in this paragraph.

**Limitation on Damages:** In no event will HSLDA be liable to Advertiser for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not HSLDA has been advised of the possibility of such damage. If for any reason, including but not limited to equipment failure or acts of God, the Advertiser's ad does not appear as agreed upon by this contract, HSLDA shall reimburse the Advertiser for ad placements. This shall be the sole and exclusive remedy for placements not delivered.

**Assignment:** Advertiser may not assign this agreement, in whole or in part, without HSLDA's written consent. Any attempt to assign this agreement without such consent will be null and void.

**Governing Law:** This agreement will be governed by and construed in accordance with the laws of the State of Virginia.

**Ability to Enter into Agreement:** By signing this agreement, Advertiser, if an individual, warrants that Advertiser is at least 18 years of age, is authorized to enter into this agreement, and that there is no legal reason that Advertiser cannot enter into a binding contract.

**Entire Agreement:** This agreement, including all supplementary HSLDA print and web advertising information found at [www.hslda.org/ads](http://www.hslda.org/ads), and any and all exhibits and attachments, are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by HSLDA's Pricing Information, whether printed on paper or electronically. The terms and conditions of this agreement will prevail over any contrary or inconsistent terms in any purchase order. This agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

# WEBSITE ADVERTISING



The Home School Legal Defense Association is committed to bringing up-to-date information, resources, and additional services to homeschoolers everywhere, and at our website, our 85,000 members are one click away from getting the facts they need. Our website generates hundreds of thousands of hits a day, making your web ad a primary target for our visitors.

What are the benefits of advertising online? Online marketing is the best way to direct traffic 24/7 to your website—either to your home page or landing pages dedicated to special offers your organization is promoting.

HSLDA serves as your portal for customers who are prolific online shoppers. In today's fast-paced world, one-click advertising accommodates those who are inclined to buy immediately and need a last-minute deal. HSLDA offers you the perfect opportunity to match these shoppers' needs through an exclusive ad spot on each web page (excluding our home page), drawing more attention than advertising on other websites with multiple ad slots.

Advertising on our website also gives you flexibility and fast results. We take new ad graphics and landing pages at any time in your ad's run, plus we provide a reporting system so you can see how successful your ad campaign is.

HSLDA provides all of these services at a very low cost.

## ONLINE RATES

Sitewide banner zone per month \$100

## ONLINE DATES

<b>Running Dates</b>	<b>Close/Ad Due*</b>
Month of Jan.	15th of Dec.
Month of Feb.	15th of Jan.
Month of Mar.	15th of Feb.
Month of Apr.	15th of Mar.
Month of May	15th of Apr.
Month of Jun.	15th of May
Month of Jul.	15th of Jun.
Month of Aug.	15th of Jul.
Month of Sep.	15th of Aug.
Month of Oct.	15th of Sep.
Month of Nov.	15th of Oct.
Month of Dec.	15th of Nov.

\* *Payment due*





## WEBSITE ADVERTISING

HSLDA offers one area of advertising on our website: the **sitewide banner zone**. The sitewide banner zone is located in the middle of the left column of almost every page on our website. The ads are sold on a monthly basis. There are 85 “ad slots” available in the sitewide banner zone.

### DETAILED EXPLANATION OF AD IMPRESSIONS

Every time a web page is displayed, the server automatically selects the next ad to display in the ad zone, cycling through each of the filled ad slots to ensure even display distribution during a given month. The display of an ad is called an ad impression. The total number of impressions for your ad is based on several factors, including the number of ad slots your ad fills, the total number of ad slots, and the total number of ad impressions the website is generating as a whole that month. Likewise the total number of times an ad is clicked on varies widely based on the content of the ad and website traffic. Although we cannot promise a specific number of ad impressions, we can give you an estimate. Based on past statistics you can use the following rates as a guideline.

### Impressions per slot in each zone:

- Sitewide banner zone — 8,000 per slot per month

To better understand how HSLDA web advertising works it may be helpful to imagine a slide projector. For example, HSLDA’s sitewide banner zone is like a slide projector with a slide carousel that holds 85 slides. Every time an ad slot is displayed on a page, the next ad in the ad rotation advances, just like hitting the button on a slide projector advances the slide carousel. This would mean that all of the slides would be shown an equal number of times. It also means that if you put a duplicate slide in more than one slot, by purchasing more than one ad slot, that slide or ad would show more than one time per rotation. This is why the number of slots you purchase is important.

**Example:** You buy five ad slots in the sitewide banner zone for \$500. You will get 5/85 or about 6% of the total ad impressions for the month. The site will generate, on average, 680,000 ad impressions per month. Your ad impression rate is 5.88% of 680,000 or about 40,000 impressions for the month.

### ONLINE ADVERTISING REPORTING SYSTEM

HSLDA will provide the advertiser with a URL, user name, and exclusive password. This password will allow the advertiser to access the HSLDA online advertising activity reports, specific to that advertiser’s ads.

Access is provided 24 hours per day, seven days per week for the duration of the advertiser’s ad plus one month after termination of the ad. Weekly and daily reports will also be sent out via email.

If you have not received a password within two business days of your ad start date, you should contact HSLDA’s Advertising Account Manager at 540-338-8605 or by email at [ads@hsllda.org](mailto:ads@hsllda.org).

### SENDING WEB ADS TO HSLDA

Web ads should be sent via email to [ads@hsllda.org](mailto:ads@hsllda.org). Please contact us for any other arrangements. A working URL and a text alternative (up to 60 characters) **must accompany** every web ad.

### WEB AD SPECS

Sitewide banner ad—180 pixels (w) x 150 pixels (h)

### File Size

Maximum 25k

### Formats

GIF or JPEG (RGB color) or PNG

Flash (must provide GIF or JPEG alternate image)

### Link

Ads must have both a working URL and text alternative (60-character maximum).

### Animation

Must meet size constraints for the ad zone.

*Note: Artwork that does not conform exactly to these specifications can affect our site’s performance and will not be posted.*

# WEBSITE AGREEMENT



## ADVERTISER INFORMATION

This advertising Agreement is entered between HSLDA and the Advertiser below on this \_\_\_\_\_ of \_\_\_\_\_, in the year \_\_\_\_\_.

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Contact name: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

Billing name: \_\_\_\_\_

Billing phone: \_\_\_\_\_

Billing address: \_\_\_\_\_  
(If different from above) \_\_\_\_\_

## AD MONTH(S)

Jan. '17  Feb. '17  Mar. '17  Apr. '17  May '17  Jun. '16

Jul. '16  Aug. '16  Sep. '16  Oct. '16  Nov. '16  Dec. '16

Number of ad slots:  One  Two  Three  Four  Other \_\_\_\_\_

Ad target URL: http://\_\_\_\_\_

Ad URL Alt. Text (60 character max): \_\_\_\_\_

Advertising rate slot: \_\_\_\_\_ Total cost: \_\_\_\_\_

## AGREED

Signing below indicates agreement with all of the terms and conditions set forth in this document and all supplementary HSLDA print and web advertising information found at [www.hslda.org/ads](http://www.hslda.org/ads).

Authorized Advertiser Representative: \_\_\_\_\_

Authorized HSLDA Representative: \_\_\_\_\_

## PAYMENT NOTE

Checks should be made payable to "HSLDA." Payments should be addressed to: HSLDA, Attn: Ads, One Patrick Henry Circle, Purcellville, VA 20132.

## CONTACT INFO

HSLDA Ad Sales Representative  
Luke Thomas

Address  
One Patrick Henry Circle  
Purcellville, VA 20132

Telephone  
540-338-8605

Facsimile  
540-338-8609

Email  
[ads@hslda.org](mailto:ads@hslda.org)

Web  
[www.hslda.org/ads](http://www.hslda.org/ads)



# WEBSITE AGREEMENT

## AGREEMENT TERMS & CONDITIONS

**Advertising Rotation:** The HSLDA advertising management system is designed to distribute impressions as evenly as possible between Advertisers. Given the dynamic nature of traffic both on the internet and within any given site, HSLDA is unable to make any representation as to the rate of distribution on any particular day for any individual Advertiser.

**Web Usage Statistics:** HSLDA makes no guarantee that usage statistics will be equal to any published numbers at any given time. HSLDA shall not be held liable for any claims as they relate to said usage statistics. HSLDA provides Advertisers with usage statistics only as a courtesy to the Advertisers.

**Ad Restrictions:** A working URL and a text alternative (up to 60 characters) *must accompany* every web ad. Ad may not simulate HSLDA content, standard computer interfaces, or use any other deceptive technique.

**Payment:** The full payment for each advertisement is due by the specified “close” date. HSLDA reserves the right to refuse or cancel ads until balance is paid. HSLDA will charge late fees for any contracted advertisement that goes unpaid for more than 30 days. In the event that it becomes necessary to initiate collection proceedings against Advertiser for any unpaid amounts owed, Advertiser shall be liable for all costs of collection, including but not limited to court costs and reasonable attorney fees.

**Pricing:** Ad slots are priced and sold in one-month increments—this is defined as spanning the first to the final day of any calendar month. Pricing discounts will not be granted for ad slots used for less than one month. All ad prices include up to one half-hour of preparation time. Any work beyond one half-hour done by HSLDA to correct or change improperly submitted ads will be billed at the rate of \$100 an hour. Advertisers will be contacted if it appears prep time will exceed one half-hour.

**Rate Changes:** Advertising rates are subject to change at any time. Written contracts in effect at the time of a rate change will be honored but not extended.

**Frequency Discounts:** Multiple insertions must be specified in original order, and advertising schedule must be completed within one year of first insertion.

**Cancellations & Refunds:** Advertisers may cancel at any time with written notice. Ads will be removed within five business days. No refunds will be granted after an ad has begun running.

**Right to Refuse Advertising:** All ads are subject to the approval of HSLDA. We reserve the right to refuse any advertisements for any reason or for no reason, in our sole discretion. HSLDA is not liable for any costs relative to a rejected advertisement.

**Truth in Advertising/Indemnification for Liability:** Advertiser is solely responsible for any liability arising out of or relating to (1) the advertisement, and/or (2) any material to which users can link through the advertisement. Advertiser represents and warrants that he or she holds the necessary rights to permit the use of the advertisement and link by HSLDA for the purpose of this agreement; and that the use, reproduction, distribution, or transmission of the advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify and hold harmless HSLDA, its officers, agents, and employees, from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by HSLDA, arising out of or related to Advertiser’s breach of any of the foregoing representations and warranties. Advertiser agrees to request that HSLDA be listed as an additional insured party on any policy issued to Advertiser pursuant to which there could be coverage for any of the forms of liability described in this paragraph.



## WEBSITE AGREEMENT

**Limitation on Damages:** In no event will HSLDA be liable to Advertiser for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not HSLDA has been advised of the possibility of such damage. If for any reason, including but not limited to equipment failure or acts of God, the Advertiser's ad does not appear as agreed upon by this contract, HSLDA shall reimburse the Advertiser for ad placements. This shall be the sole and exclusive remedy for placements not derived.

**Assignment:** Advertiser may not assign this agreement, in whole or in part, without HSLDA's written consent. Any attempt to assign this agreement without such consent will be null and void.

**Governing Law:** This agreement will be governed by and construed in accordance with the laws of the State of Virginia.

**Ability to Enter into Agreement:** By signing this agreement, Advertiser, if an individual, warrants that Advertiser is at least 18 years of age, is authorized to enter into this agreement, and that there is no legal reason that Advertiser cannot enter into a binding contract.

**Entire Agreement:** This agreement, including all supplementary HSLDA print and web advertising information found at [www.hslda.org/ads](http://www.hslda.org/ads), and any and all exhibits and attachments, are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by HSLDA's Pricing Information, whether printed on paper or electronically. The terms and conditions of this agreement will prevail over any contrary or inconsistent terms in any purchase order. This agreement may only be modified, or any rights under it waived, by a written document executed by both parties.



## EMAIL ADVERTISING

Email advertising is one of the most effective means of advertising with HSLDA due to the proactive nature of email (the ad comes directly to the consumer), and the ease of responding through a web link. Because the primary goal of all of our emails is to inform our subscribers of issues related to homeschooling, we have designed our email advertising to be both nonintrusive to the viewer and effective for the advertiser.

Our email advertising opportunities include:

**Dedicated E-Blast (DE)** is the only advertisement-exclusive email update put out by HSLDA. Two different lists are available - one with nearly 125,000 members and one with nearly 260,000 members. The e-blast is sent at a time specified by you (excluding Tuesdays and Thursdays); all you do is send us the content, and we handle the rest.

**The Weekly Update (WU)** is a compilation of top stories and news specifically for homeschoolers. It has over 250,000 subscribers as of August 2013 and continues to grow. It is HSLDA's primary email newsletter to our global home-school audience.

**Homeschooling Thru High School (HTHS)** is targeted to families in or nearing the high school years and has nearly 35,000 subscribers as of August 2013. HTHS is sent the first Thursday of each month.

**Homeschooling Your Struggling Learner (HYSL)** helps families with special-needs children. This newsletter was started in late 2008 and has nearly 15,000 subscribers as of August 2013. HYSL is sent the second Thursday of each month.

**Homeschooling Toddlers to Tweens (HT2T)** reaches pre-K through middle-school families and has nearly 16,000 subscribers as of August 2013. HT2T is sent the third Thursday of each month.

### EMAIL RATES

DE (250K)	\$8,000
DE (125K)	\$5,000
WU	\$1,000
HTHS	\$300
HYSL	\$150
HT2T	\$150

### EMAIL DATES

Running Date	Close/Ad Due *
DE (Mondays)	preceding Wed.
WU (each Tuesday)	preceding Tues.
HTHS (1st Thurs. of month)	preceding Thurs.
HYSL (2nd Thurs. of month)	preceding Thurs.
HT2T (3rd Thurs. of month)	preceding Thurs.

Our advertising slots are sold on a first-come, first-serve basis. Advertisers must provide ad content and link by noon of the Thursday preceding the week the ad is to be run.

\* *Payment due*



# EMAIL ADVERTISING

## EMAIL REQUIREMENTS

- The advertiser shall provide an ad consisting of a graphic image 440 pixels wide and <=250 pixels high. The graphic must be supplied in JPEG or GIF format and must be less than 20KB.
- There needs to be up to 30 characters of “alternate text” for the graphic.
- There needs to be a text Header and Body to be displayed in the “text only” version of the email (plain text with no special characters). The Header has a maximum of 50 characters including spaces and the Body may have up to 350 characters including spaces.
- A URL click-through destination for the ad must be provided.
- An email address to receive reports of click counts must also be provided.

## DEDICATED E-BLAST REQUIREMENTS

- The email provided by the advertiser must be designed to 650 pixels wide.
- “Alternate text” must be provided for all graphics which take up a significant portion of the email.
- Images must be optimized for email in JPG, GIF, or PNG format.
- Advertiser must provide email-ready HTML and images in a zip file or no a live web server.
- A URL click-through destination must be provided
- An email address to receive click counts must also be provided

There is only one traceable link per ad. HSLDA will create a link that counts and sends the user to the advertiser’s URL.

## EMAIL ADVERTISING REPORTING SYSTEM

If advertisers would like to receive reports on daily ad clicks, they must provide a reporting email address to HSLDA. We will send a daily report, showing the daily ad clicks, for 14 days following the email publication of their choice.

## SENDING EMAIL ADS TO HSLDA

Email ads (including working URL) should be sent via email to [ads@hsllda.org](mailto:ads@hsllda.org). Please contact us for any other arrangements.





# EMAIL AGREEMENT

## ADVERTISER INFORMATION

This Advertising Agreement is entered between HSLDA and the Advertiser below on this \_\_\_\_\_ of \_\_\_\_\_, in the year \_\_\_\_\_.

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Contact name: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

Billing name: \_\_\_\_\_

Billing phone: \_\_\_\_\_

Billing address: \_\_\_\_\_  
(If different from above)

## EMAIL ADVERTISEMENT

**Newsletter choice:** We would like to be the exclusive advertising partner in HSLDA's:

- Weekly Update
- Homeschooling Thru High School email newsletter
- Homeschooling Your Struggling Learner email newsletter
- Homeschooling Toddlers to Tweens email newsletter
- Dedicated E-blast (228K)
- Dedicated E-blast (126K)

## CONTACT INFO

**HSLDA Ad Sales Representative**  
**Luke Thomas**

**Address**  
One Patrick Henry Circle  
Purcellville, VA 20132

**Telephone**  
540-338-8605

**Facsimile**  
540-338-8609

**Email**  
ads@hsllda.org

**Web**  
www.hsllda.org/ads

**Insertion date(s):** \_\_\_\_\_

**Ad target URL:** http:// \_\_\_\_\_

**Reporting email address:** \_\_\_\_\_

**Advertising rate per week:** \_\_\_\_\_ **Total cost:** \_\_\_\_\_

## AGREED

Signing below indicates agreement with all of the terms and conditions set forth in this document and all supplementary HSLDA print and web advertising information found at [www.hsllda.org/ads](http://www.hsllda.org/ads).

Authorized Advertiser Representative: \_\_\_\_\_

Authorized HSLDA Representative: \_\_\_\_\_

## PAYMENT NOTE

Checks should be made payable to "HSLDA." Payments should be addressed to: HSLDA, Attn: Ads, One Patrick Henry Circle, Purcellville, VA 20132.



# EMAIL AGREEMENT

## AGREEMENT TERMS AND CONDITIONS

**Email Subscription Statistics:** HSLDA makes no guarantee that subscription statistics will be equal to any published numbers at any given time. HSLDA shall not be held liable for any claims as they relate to said subscription statistics. HSLDA provides Advertisers with subscription statistics only as a courtesy to the Advertisers.

**Payment:** The full payment for each advertisement is due by the specified "close" date. HSLDA reserves the right to refuse or cancel ads until balance is paid. HSLDA will charge late fees for any contracted advertisement that goes unpaid for more than 30 days. In the event that it becomes necessary to initiate collection proceedings against Advertiser for any unpaid amounts owed, Advertiser shall be liable for all costs of collection, including but not limited to court costs and reasonable attorney fees.

**Pricing:** All ad prices include up to one half-hour of preparation time. Any work beyond one half-hour done by HSLDA to correct or change improperly submitted ads will be billed at the rate of \$100 an hour. Advertisers will be contacted if it appears prep time will exceed one half-hour.

**Rate Changes:** Advertising rates are subject to change at any time. Written contracts in effect at the time of a rate change will be honored but not extended.

**Frequency Discounts:** Multiple insertions must be specified in original order, and advertising schedule must be completed within one year of first insertion.

**Cancellations & Refunds:** Advertisers may cancel with written notice until 12:00 p.m. (noon) the Monday of the week the ad will first run. No refunds will be granted after the cancellation deadline.

**Right to Refuse Advertising:** All ads are subject to the approval of HSLDA. We reserve the right to refuse any advertisements for any reason or for no reason, in our sole discretion. HSLDA is not liable for any costs relative to a rejected advertisement.

**Truth in Advertising/Indemnification for Liability:** Advertiser is solely responsible for any liability arising out of or relating to (1) the advertisement, and/or (2) any material to which users can link through the advertisement. Advertiser represents and warrants that he or she holds the necessary rights to permit the use of the advertisement and link by HSLDA for the purpose of this agreement; and that the use, reproduction, distribution, or transmission of the advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify and hold harmless HSLDA, its officers, agents, and employees, from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by HSLDA, arising out of or related to Advertiser's breach of any of the foregoing representations and warranties. Advertiser agrees to request that HSLDA be listed as an additional insured party on any policy issued to Advertiser pursuant to which there could be coverage for any of the forms of liability described in this paragraph.



## EMAIL AGREEMENT

**Limitation on Damages:** In no event will HSLDA be liable to Advertiser for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not HSLDA has been advised of the possibility of such damage. If for any reason, including but not limited to equipment failure or acts of God, the Advertiser's ad does not appear as agreed upon by this contract, HSLDA shall reimburse the Advertiser for ad placements. This shall be the sole and exclusive remedy for placements not delivered.

**Assignment:** Advertiser may not assign this agreement, in whole or in part, without HSLDA's written consent. Any attempt to assign this agreement without such consent will be null and void.

**Governing Law:** This agreement will be governed by and construed in accordance with the laws of the State of Virginia.

**Ability to Enter into Agreement:** By signing this agreement, Advertiser, if an individual, warrants that Advertiser is at least 18 years of age, is authorized to enter into this agreement, and that there is no legal reason that Advertiser cannot enter into a binding contract.

**Entire Agreement:** This agreement, including all supplementary HSLDA print and web advertising information found at [www.hsllda.org/ads](http://www.hsllda.org/ads), and any and all exhibits and attachments, are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by HSLDA's Pricing Information, whether printed on paper or electronically. The terms and conditions of this agreement will prevail over any contrary or inconsistent terms in any purchase order. This agreement may only be modified, or any rights under it waived, by a written document executed by both parties.