



Advertising Kit 2026



ADVOCATES *for* HOMESCHOOLING

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How to use this guide



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About HSLDA

A national organization representing over 90,000 member families, Home School Legal Defense Association strives to keep our audience on the cutting edge of legal, legislative, and international news involving homeschooling. Through our website, email service, and tri-annual magazine, the *Home School Court Report*, we report on 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. We facilitate positive relationships between the homeschool community and the media, the public, government representatives, and school officials.

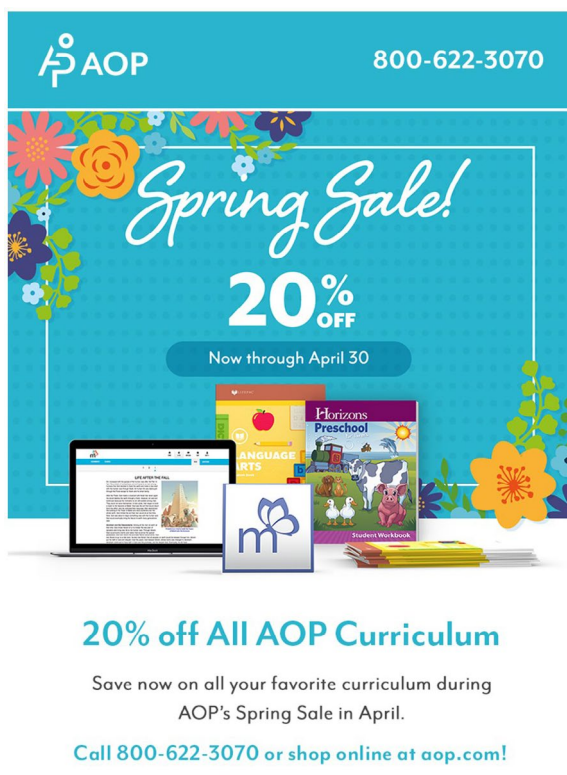
EMAIL ADVERTISING

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

Our email advertising opportunities include:

- **Dedicated Email** is the only advertisement-exclusive email update put out by HSLDA. The e-blast is sent at a time specified by you; all you do is send us the content, and we handle the rest. There are two dedicated email options:
 - **The full prospects list**, with a reach of 114,440 contacts (as of October 2025).
 - **Interest segment High School** is targeted to families in or nearing the high school years and has nearly 17,360 subscribers as of October 2025.
- **The Weekly Update (WU)** is a weekly distribution of top stories and news specifically for homeschoolers. It has over 258,830 subscribers as of October 2025 and continues to grow. It is HSLDA's primary email newsletter to our global home-school audience.

Example of Dedicated Email Ad



The image shows a promotional email advertisement for AOP (All About Prayer). At the top, the AOP logo and phone number 800-622-3070 are displayed. The main headline reads "Spring Sale!" in a large, elegant script font, followed by "20% OFF" in bold. Below this, it says "Now through April 30". The visual includes a laptop displaying a website, a stack of colorful children's books (one titled "Horizons Preschool"), and a small graphic of a butterfly. At the bottom, the text reads "20% off All AOP Curriculum", "Save now on all your favorite curriculum during AOP's Spring Sale in April.", and "Call 800-622-3070 or shop online at aop.com!".

Example of Weekly Update Ad



The image shows a screenshot of the "Weekly Update" email newsletter. At the top, the title "Weekly Update" is in a blue script font. Below it is a photograph of two young men in blue lab coats working on a car engine. The "FEATURE" section highlights an article titled "Injustice? Agency Invents Reason to Pull Adoption Subsidy from Homeschool Family". The text of the article states: "Kentucky law allows students to receive a publicly funded education until age 21. So why did state officials insist that if this homeschooler didn't graduate by 18, they'd drop the family's adoption subsidy?". A "READ MORE >>" button is located below the article. At the bottom, there is an advertisement for "Homeschool+" with the tagline "Your Homeschool, Your Way™". The ad describes the curriculum as covering reading, math, science, and more for children 4 to 8 years old, and mentions "Home Educator resources designed for you!".



EMAIL ADVERTISING

Email Quick Facts

- Advertising slots are sold on a first-come, first-serve basis.
- Advertisers must provide ad content and link two weeks prior to the date the ad is to be run. This deadline is subject to change at HSLDA's discretion due to special events or holidays. Changes will be communicated to advertisers in advance. If content is provided late, the ad run date may need to be moved accordingly.
- If advertisers would like to receive reports on ad clicks, they must provide a reporting email address to HSLDA. We will send a report 2 weeks after the email is sent.

Weekly Update Ad Requirements

- The advertiser shall provide an ad consisting of a graphic image 880 pixels wide by 470 pixels high. Finished size will be 440 pixels wide x 235 pixels high so that the image appears high quality in the email.
- The graphic must be supplied in JPG, GIF, or PNG format and must be less than 20KB.
- A URL click-through destination for the ad must be provided.

Pricing

Email	
Dedicated Email Ad	
Special Offers List	\$5,400
High School Interest List	\$620
Weekly Update Ad	
	\$1,000

Dedicated Email Ad Requirements

- Email provided by the advertiser must be designed to 650 pixels wide.
- We accept Mac Postscript, True Type, and Open Type fonts.
- Alternate text must be provided for all graphics that take up a significant portion of the email.
- Images must be sent in JPG, GIF, or PNG format and optimized for email by using a web image compressor.
- Colors must be uniquely named, preferably in reference to the group submitting ad (example: PHC Blue, not Blue).
- Advertiser must provide email-ready HTML and images via email or on a live web server.
- A URL click-through destination must be provided.



PRINT ADVERTISING

Why Advertise in the *Court Report*

Advertising in our magazine establishes credibility, professionalism, and trust between you and our readers. In a time 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 the niche audience of our 90,000+ 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. Your ads in our magazine are our commitment to help you reach homeschooling families everywhere.

HSLDA *Court Report* Quick Facts

- Our longest-running publication with a long shelf life.
- Published tri-annually.
- Reaches over 105,000 families who make up our membership base.
- It is HSLDA's premium production, giving our members news that affects homeschoolers both nationally and internationally.



Pricing

Print	
Inside Back Cover	\$3,500
Inside Front Cover	\$3,500
Outside Back Cover	\$3,500
Full Page	\$3,000
Half Page	\$2,000

Editorial Staff

Publisher: Home School Legal Defense Association

President: James R. Mason III

Editor: Suzanne Stephens

Print Designer: Abigail Cook

Webmaster: Dave Dentel

HSLDA Attorneys: James R. Mason III, Kevin M.

Boden, Scott A. Woodruff, Darren A. Jones, Thomas

J. Schmidt, Will A. Estrada, Peter K. Kamakawiwoole,

Amy R. Buchmeyer, Ralph F. Rodriguez, and Tom

Sanders



PRINT ADVERTISING

Print Ad Sizing

Trim size of the finished publication is 8.375" x 10.875" (8 3/8" x 10 7/8"). Printing is four-color, web-fed offset with saddle-stitch binding. The *Home School Court Report* is printed direct to plate at 175 line screen.

Full Page

With bleed – 8.625" (w) x 11.125" (h)

Half Page

Horizontal – 7.375" (w) x 4.825" (h)

Estimated Print Dates

Issue	
First Issue	2/15
Second Issue	6/15
Third Issue	10/15

Estimated Ad Deadlines

Issue	
First Issue	12/5
Second Issue	5/1
Third Issue	9/4

Content Requirements

- All ads must be submitted in digital format. We do not accept ad slicks or "hard copies" only. Ads may be submitted in PDF, JPG, or PSD format.
- We accept Mac Postscript, True Type, and Open Type fonts.
- Images embedded in Illustrator files must also be provided and fonts must be included or converted to outlines.
- 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 above.

Disclaimer and Notes

- *Print dates are estimated and cannot be guaranteed.*
- *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.*





ADVOCATES *for* HOMESCHOOLING

PO Box 3000, Purcellville, VA 20134

540-338-5600 / 540-338-2733 (fax)

www.hslda.org

Contact Information

For more information about advertising with Home School Legal Defense Association via email list or the *Home School Court Report*: email ads@hslda.org or call 540-338-5600.