



MEDIA KIT

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2010 CONVENTION PROGRAM

Arizona Families for Home Education
P.O. Box 2035 | Chandler, Arizona 85244-2035
ads@afhe.org | 602-235-2673

www.afhe.org



Convention Program Advertising Information/Specs

Thank you for your interest in advertising in AFHE's Convention Program, a printed full-color magazine that contains schedules and information that is handed out to attendees of our annual statewide homeschool convention and curriculum fair. Attendance at the AFHE Convention has been between 4,000 and 4,500 the past several years. We anticipate similar attendance in 2010.

The AFHE Convention is an event that focuses on encouraging, equipping, and educating parents as they endeavor to teach their children themselves at home. Convention speakers, exhibitors, and Convention Program advertisers must support AFHE's philosophy and purpose of promoting and supporting ***parent-led, family-funded, relationship-based home education.***

ADVERTISING SUBMISSION DEADLINE: May 1, 2010

All advertising contracts, payment, and ad copy must be received no later than May 1, 2010.

CAMERA-READY PRINT ADS:

Please submit all camera-ready ads to AFHE via email at: ads@afhe.org. We accept files up to 20mg via email. For file sizes larger than this, please contact the Art Department, to obtain FTP access. Submit a digital PDF with embedded fonts, four-color (CMYK) or Greyscale, where applicable with a recommend minimum 1200 DPI/100 line screen for best possible reproduction. ***Ads designed in wordprocessing programs (MSWord, Wordperfect), Presentation/Drawing Programs (PowerPoint, Publisher, Paint) or similar programs not uniquely designed for publishing are not accepted.***

MAGAZINE FINISHED SIZE:

8.5" Horizontal x 11" Vertical



Convention Program Advertising Rates

2010 ADVERTISING RATES:

Advertising rates are for for the AFHE Homeschool Convention Program only.

AD SIZE	RATE
Half Page	\$200
Third Page <i>(horizontal or vertical)</i>	\$160
Quarter Page	\$125
Sixth Page <i>(horizontal or vertical)</i>	\$100

RATE PROTECTION:

Price is protected during the term of the contract.

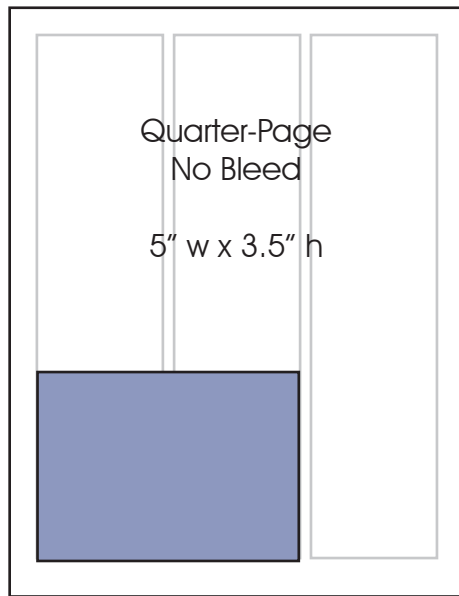
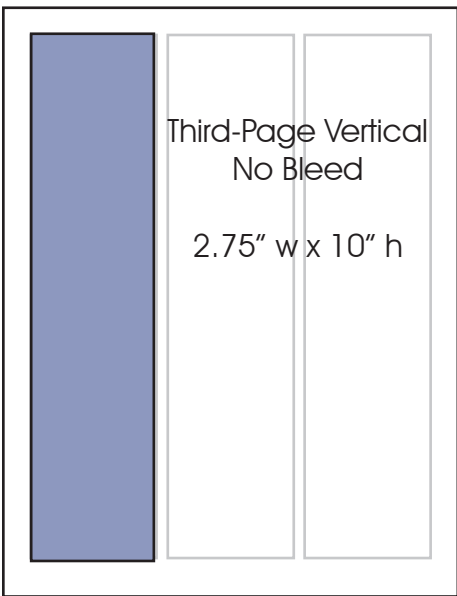
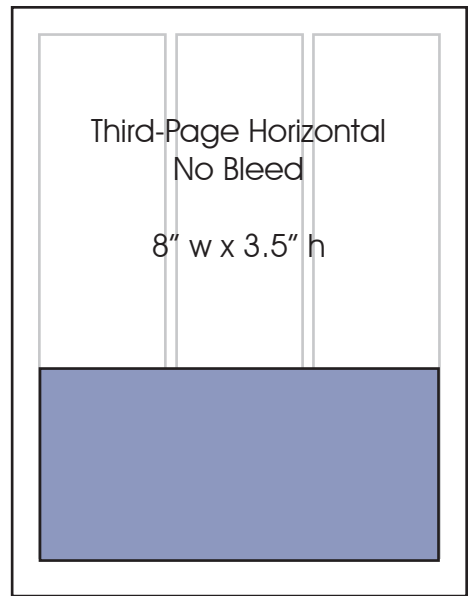
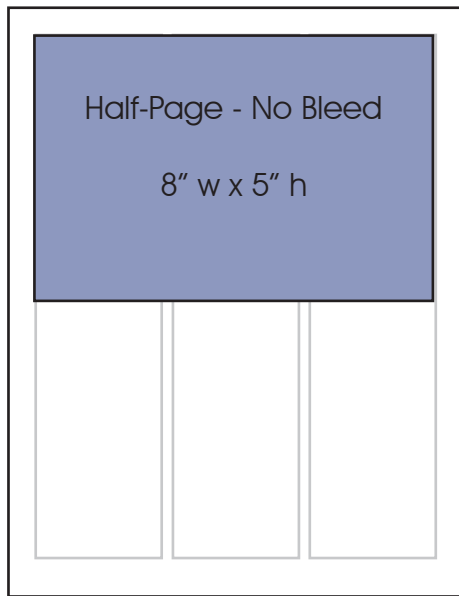
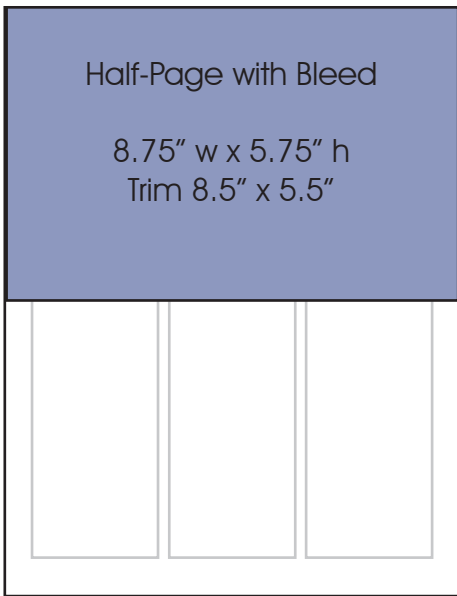
PAYMENT DEADLINE:

Payment must be received no later than May 1, 2010. Make check payable to AFHE and mail to:

AFHE
Convention Program Coordinator
P.O. Box 2035
Chandler, AZ 85244-2035

POSITION/LOCATION OF ADVERTISEMENTS:

Ads will be positioned in the Convention Program at the Editor's discretion. AFHE reserves the right to select advertisers that best reflect AFHE's philosophy and objectives.



Ad design services available upon request at the following rates:

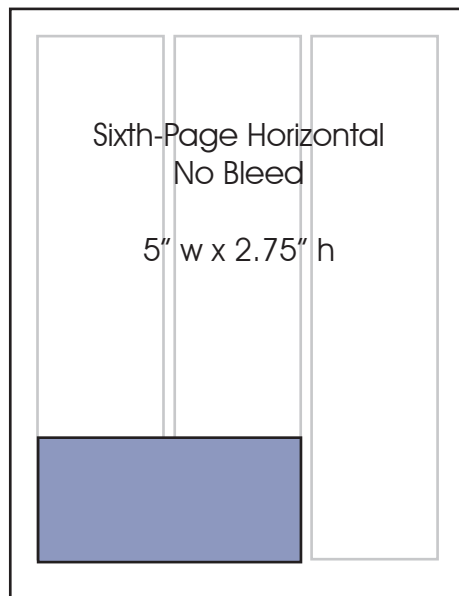
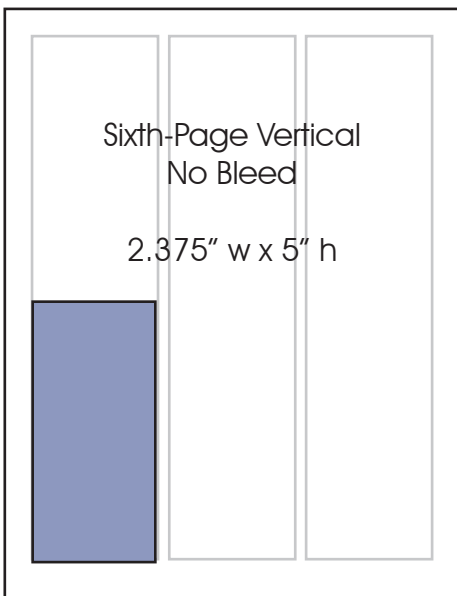
1/6 page ad: \$35

1/4 page ad: \$45

1/3 page ad: \$55

1/2 page ad: \$65

An additional 2 weeks are required for design services. To arrange this service, contact the art department at ads@afhe.org





Convention Program Terms of Contract

PAYMENT TERMS: Advertisers must pay for their ads in advance of publication. Payment is due when artwork materials are submitted and must be made no later than the submission deadline.

TERMS & CONDITIONS: Placement of advertisements in the Convention Program requires a signed Advertising Contract.

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.

CANCELLATIONS: Advertising cancellations will only be accepted in writing via email on or before the advertising submission deadline as noted in this contract. All orders are non-changeable and non-cancellable after the advertising submission deadline.

POSITION: Ads will be positioned in the Convention Program at the Editor's discretion. Advertising shall be limited to no more than 20% of the Convention Program.

CONDITIONS: The contents of advertisements are subject to approval by the AFHE Program Coordinator, AFHE Convention Director, and AFHE Board of Directors. Placement of advertising in the AFHE Convention Program assumes agreement with all stated policies in this contract. Advertisements must support and promote the AFHE vision of parent-led, family-funded, relationship-based home education. Advertisements for schools (public or private) will not be accepted, nor will programs that replace the parent as the primary teacher in the core subjects of reading, grammar, math, science, and social studies. The publisher reserves the right to reject or cancel any advertisement at any time for any reason.

