

24-25

FLHSA

Advertise with us



Florida Homeschool Association
P.O. Box 351632
Palm Coast, FL 32135



FLORIDA'S LARGEST AUDIENCE OF HOME LEARNERS

Representing the largest proportion of home learning families in the state, Florida Homeschool Association is the only completely unbiased and fully inclusive statewide homeschool organization in Florida. To level the field for our audience, we invite advertisers from family-friendly companies offering secular, non-sectarian, neutral or non-religious products or services appropriate to put before the members of our organization, users of our online forums, guests at our events, and visitors to our website. Advertisers are invited to read our Mission Statement and browse the information currently available, before making application. We welcome science and history products based on commonly-held academic perspectives.



www.floridahsa.org

CURRENT OPPORTUNITIES

Newsletter Insertion

\$175

Appear as the sole advertiser in our quarterly newsletter in front of thousands of subscribers. Preference to companies offering discounts, deals and timely promotions for our members; and, SUFS (PEP funding) providers. Ad includes your image, copy and up to 3 links. You design, or we design for additional fee.

Convention or Event Program (varies by event, Spring only)

\$100-400

Your [linked] logo appears among other event advertisers in our annual online convention, graduation or other brochure or program. Traditionally published on our website, social channels, and printed for distribution on the day of the event. Specs vary annually; inquire about the next opportunity.

Email Blast

\$275

Dedicated email to our subscribers or subset thereof, on a date and time of your choosing (and our editorial calendar), with your unique subject line (and optional preview). Potentially reach tens of thousands with your image, copy and up to 8 links.

Facebook Post

\$75

Sponsor a scheduled post in our private Facebook group in regular feed, no pins, no pin/feature. Non-members appear with #sponsor tag on a post open for comments for one full year. Member-advertisers appear with #sponsor tag and may respond for discussion for up to two weeks after insertion.

X - Twitter Share

Inquire separately.

SPECIFICATIONS

We request hi-res images with permission to re-size. Submit copy in standard American English, grammar & spell-checked. Test all links prior to submittal. Necessary design services billed at \$35/hour. We reserve the right to refuse companies or messaging incompatible with our Mission Statement; kindly review our website prior to making application.

Quarterly Newsletter Ad

Placement is at or just below 1/2, depending on newsletter length. Provide image, link and copy. Refer to previous newsletters as examples. A proof will be provided for approval. Submission date and payment deadline will be communicated in advance, and adherence is mandatory for successful ad insertion.

Convention 2022

Meet a new Florida service provider



We love sharing resources we think you can actually use. Whether in our Masterclasses, our Facebook group, or here in this newsletter, we only feature companies and products we really think you'll love. This month, please say hello to XXX. And when you visit their website, let them know we said hello!

Contact XXX

A graduation ceremony, too!

Convention, Graduation
or other event program

Varies annually

Inquire for details

Spring placement only



FLORIDA HOMESCHOOL ASSOCIATION

ANNUAL CONVENTION
June 1-10
2024

COMING SOON!

FLHSA FLORIDA HOME EDUCATION

SPEAKERS & WORKSHOPS

VENDOR HALL

TICKETS: FLORIDAHSA.ORG

SPECIFICATIONS

We request hi-res images with permission to re-size. Submit copy in standard American English, grammar & spell-checked. Test all links prior to submittal. Necessary design services billed at \$35/hour. We reserve the right to refuse companies or messaging incompatible with our Mission Statement; kindly review our website prior to making application.

Email blast

Image type flexible

HTML optional

Text must be usable

Subject line/preview line

Preferred date/time for delivery

Company/Product Spotlight

We hate spam, and we know you don't like it either. But, every once in a while, we'll tell you about a deal or discount from one of our valued partners. Sharing deals helps us continue our work for Florida homeschoolers. We'd like you to check out today's amazing deal:



Florida Homeschool Association



Discussion Featured Members Media Files Reels

**Facebook Post
Private Online Community**

**Approximate Reach:
~ 10,000**

**Refer to latest Facebook
guidance for image sizing**

#sponsor will be applied

Posts remain for one year

APPLICATION & TERMS

Payment is required before ad is developed and placed on the editorial calendar. Deadlines will be communicated, and all material is needed (minimally) 2 weeks prior to publication date. Event programs and some newsletters may require a longer lead. We reserve the right to omit ads that do not meet our standards/deadlines. We will not hold ad space for materials not received.

We prefer to work with larger and more established companies; however, we welcome the chance to showcase new people and products, too. For those new to advertising, we now offer design services, billed separately by the hour. We assume material will be submitted ready for use, but will let you know if we see anything that requires attention, or if you request our design team's assistance. A proof will be provided for approval and one revision will be made (time permitting) up to publication date. Should the process significantly exceed the number of emails or services we typically provide, we may contact you to discuss.

After reviewing this information, we welcome your questions prior to making commitment. Materials should be emailed to:

floridahomeschoolers@gmail.com
Subject Line **ADVERTISER** <your name>
in one continuous email thread.

Payments by check to:
Florida Homeschool Association
P.O. Box 351632
Palm Coast, FL 32135

via **Paypal** to floridahomeschoolers@gmail.com, or by **Invoice** for credit card payments, upon request. Kindly let us know which form of payment you are using, so it can be matched to your application.

Cancellations and refunds are processed on the basis of the time commitment our staff has already invested on your behalf, solely at our discretion.