



Texas Home School Coalition

Michaela Proper, Marketing • PO Box 6747 • Lubbock Texas 79493
(806) 744-4441 • Fax: (806) 744-4446 • marketing@thsc.org • www.thsc.org

E-Newsletter Rate Sheet & Insertion Order

These types of ads are very useful for specific notice of events just prior to the date of the event or as ongoing ad campaigns. **18,500+ to be e-mailed directly**

Please complete the following to reserve space in the THSC E-Newsletter or E-Blast.

PLEASE PRINT

Contract Date _____

Company Name _____

Contact Person (Name & Title) _____

Address _____ Suite # _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____ E-mail _____

Ad Space to Reserve:

- Stand-alone E-Blast** (Sent out on Fridays. Two available per month)
\$750/blast. Discount for multiple insertions.
- Prime ad, vertical** (placed at top of newsletter, vertical/down right side)
\$250/week. \$50 per insertion discount for multiple week insertions.
- Regular ad, horizontal** (part of body of newsletter, horizontal placement)
\$200/week. \$40 per insertion discount for multiple week insertions.

Artwork: PLEASE CHECK ALL THAT APPLY

Please include the ad in the following Tuesdays:

- THSC builds the ad.**
 - Logo and text attached. _____
 - Will send logo, text, and URL by the deadline. _____
- Advertiser supplies the ad.**
 - Graphic attached. _____
 - Will send graphic by the deadline. _____

Payment:

Total amount: \$ _____ for _____ week(s) to be paid in advance.

- Check enclosed.
- Bill me. I will pay by the deadline.
- Please charge to my Visa, MasterCard, or American Express card.

Card # _____ V-code _____ Expiration Date: ____/____/____

Authorized Signature **X** _____

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Weekly E-Newsletter and E-Blasts

SPECS SHEET

Weekly E-Newsletter

Deadline for insertion order: one week (Tuesday) before publication

Deadline for content: the Friday before publication on Tuesday

THSC BUILDS AD

See samples:

Vertical (Rebellion)

www.thsc.org/news_and_resources/6-19-07.htm

Horizontal (Inspiration On-the-Go)

www.thsc.org/news_and_resources/9-23-08.htm

Advertiser supplies the following:

- Logo (200 X 200 pixels) in a gif or jpeg format
- 75 word or less text description
- URL for a hyperlink to desired website.

ADVERTISER SUPPLIES AD AS GRAPHIC

See sample:

www.thsc.org/news_and_resources/10-28-08.htm

Ad dimensions

- Vertical Ad – 140 x 550 pixels
- Horizontal Ad – 430 x 300 pixels

Acceptable file types

- JPG
- GIF
- PNG
- Animated GIF

File size

- 100 or fewer KB

Building the ad

- For the best image quality, your original image should be saved as a TIFF.
- Use your image editor's **Save for Web & Devices** (*Photoshop*) or Optimize (various programs) feature to choose a resolution setting that reduces the image's file size to less than 100KB, without noticeably reducing image quality.
- Save the file as a JPEG, GIF or PNG.
Note: Some distortions, especially with regard to contrast with a background color, can be fixed by saving the file as PNG.
- Check the file size and dimensions of your JPEG, GIF or PNG file to ensure that it is no larger than 100KB or 160/430 pixels wide.
- If your ad is text-heavy, we suggest using a horizontal ad, as the text will be easier to read.

E-Blasts

These stand alone e-mail blasts are delivered on Fridays. **Deadline for insertion order and content: one week before Friday of publication. Only two slots available per month.**

See sample:

www.thsc.org/news_and_resources/PineCove5-27-08.htm

THSC BUILDS AD

Due to the html nature of the E-Blasts, ads that are *graphic only* do not work. Advertiser should send THSC text and pictures/graphics to be placed in the ad.

THSC will build the whole e-mail and send to advertiser for sign-off.

ADVERTISER SUPPLIES THE FOLLOWING:

Pictures

Acceptable file types for pictures

- JPG
- GIF
- PNG
- Animated GIF

Text

- 200 word limit
- URL(s) for hyperlink(s) in ad