

2018

# ADVERTISING RATE CARD

AVERAGE VISITS

**167,000**  
per month

4 Families

61 Families

**24%**  
INCREASE  
since 2014

MEETUP MEMBERSHIP

**\$106,933**

AVERAGE FAMILY  
INCOME

>  
AVERAGE  
DISCRETIONARY  
HOUSEHOLD INCOME

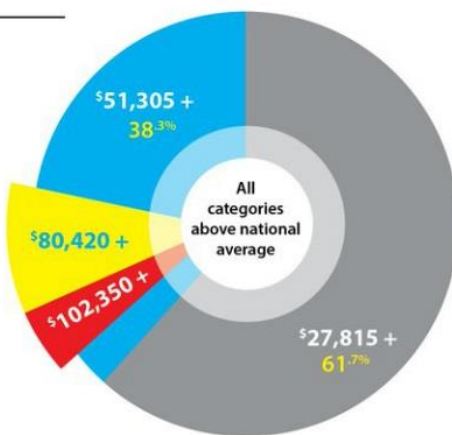
**\$38,466**

**66%**  
COLLEGE  
EDUCATED

AGE & EMPLOYMENT



INCOME



DONATE TODAY



<http://www.hhomeschooling.org>

RAYNA REMONDINI - Director  
rayna@hhomeschooling.org



PLACEMENT	w/ IMAGE	w/o IMAGE
<b>FACEBOOK</b>		
HC Homeschooling	\$55.00	\$35.00
Bethesda Moms	\$65.00	\$40.00
<b>TWITTER</b>		
1 <sup>st</sup> Mention	\$55.00	\$35.00
2 <sup>nd</sup> – 5 <sup>th</sup> Mention	\$40.00	\$20.00
6 <sup>th</sup> + Mention	\$30.00	\$15.00
<b>MEETUP</b>		
HC Homeschooling		\$20.00
Bethesda Moms		\$30.00
Columbia Moms		\$15.00
<b>MAILCHIMP</b>		
1 <sup>st</sup> Mention	\$55.00	\$35.00
2 <sup>nd</sup> – 5 <sup>th</sup> Mention	\$40.00	\$20.00
6 <sup>th</sup> + Mention	\$30.00	\$15.00

## SUBMIT IMAGES & COPY TEXT

### ALL IMAGES AND COPY TEXT MUST BE SUBMITTED TO:

rayna@hchomeschooling.org

### ADVERTISING OPERATIONS PHONE:

(802) 424-2099

## GENERAL ADVERTISING TERMS

### GENERAL INFORMATION

Howard County Home-Educator Corp. (HCHC) announces all changes in rates at least 30 days prior to such changes, and attempts to notify all advertisers and agencies by email.

### LIABILITY FOR ERRORS

HCHC assumes no liability for any advertisement whether or not it is supplied camera-ready by the advertiser. HCHC shall not be liable to advertiser for any errors and/or omissions in its advertisements.

### PAYMENT

Payment is due upon receipt of Paypal invoice and/or advertisers may opt to pay via <https://www.paypal.me/hchomeschooling>

### OWNERSHIP OF ADVERTISING COPY

All advertising copy remains the property of the advertiser, including all rights of copyright therein. Advertisers can authorize photographic or other reproductions, in whole or in part.

### CANCELLATIONS

The closing time for cancellations of advertising is noon (ET), two business days prior to scheduled date of publication. Cancellations will not be accepted after closing.

### DIRECT SALES

HCHC deals directly and individually with its advertisers and does not accept brokered advertising.

- HCHC only accepts digital files in the following formats (jpg, png and gif). Copy text may be provided in Microsoft Word. PDFs are discouraged.
- All images and corporate logos must be hi-resolution, preferably 600 pixels x 400 pixels at 300 dpi.