

23-24

# 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 only invite advertisers from family-friendly companies offering secular, non-sectarian, neutral or non-religious products or services appropriate to put before all of our members of our organization, users of our online forums, guests at our events, and visitors to our website. Advertisers are first invited to read our Mission Statement and browse the information currently on our website, before making application. We welcome science and history products based on commonly-held academic perspectives.



[www.floridahsa.org](http://www.floridahsa.org)

# CURRENT OPPORTUNITIES

## **Newsletter Insertion**

\$150

Appear as the sole advertiser in our monthly newsletter, which is released the first week of a given month to thousands of subscribers. Preference is given to companies offering a discount, deal or timely promotion for FLHSA members, or exclusive information not available anywhere else. Ad may include your image, copy (typically one conventional paragraph in length) and up to 3 links.

## **Convention or Event Program (Spring only)**

\$100

Potentially reach hundreds of thousands by having your [linked] logo appear among other event advertisers in our annual online convention brochure or program. Traditionally published on our website for several months, and printed for distribution on the day of the event. Specs vary annually; inquire about the next opportunity.

## **Email Blast**

\$250

Schedule a dedicated email to our subscribers or subset thereof, on a date and time of your choosing, using your unique subject (and optional preview) lines. Potentially reach thousands of our subscribers with your image, copy and up to 8 links. FLHSA reserves the right to select a publication date which does not conflict with our own editorial calendar or planned events.

## **Facebook Post**

\$50

Sponsor a scheduled post in our private Facebook group with a potential reach of 5,000+ views or more (regular feed, no pins, no 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.

## **Twitter Share**

Inquire separately.

# SPECIFICATIONS

**Images: minimum 300 dpi**

**Copy: standard American English, spell-checked**

**Links: test prior to submittal**

## Newsletter insertion

**Image size 300x194**

**Can resize but cannot  
guarantee clarity**

**Placement is 2/3, 3/4, or 3/5  
section, depending on  
newsletter content**

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!

## HOMESCHOOL CONVENTION 2023

Florida Homeschool Association

May 17, 2023

OCEAN CENTER | Daytona Beach

Convention:  
8:00 am - 6:30 pm

Graduation:  
4:00 pm - 7:00 pm

Tickets online:  
floridahsa.org

## Convention or event program

**Varies annually  
Inquire for details  
Spring placement only**

# SPECIFICATIONS

**Images: minimum 300 dpi**

**Copy: standard American English, spell-checked**

**Links: test prior to submittal**

**Email blast**

**PNG or JPG size flexible**

**HTML optional**

**Subject line for message**

**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:



Image can be linked.

Add a short paragraph about the company or service.  
Multiple links are okay.

Thanks for reading, and if you have any questions, you know where to reach us!

Your friends at the  
Florida Homeschool Association

[Go to our website](#)



**Florida Homeschool Association**

Private group · 5.1K members



Group by Florida Homeschool Association

**Florida Homeschool Association**



Discussion Featured Members Media Files Reels

**Facebook group post**

**940x788 image**  
**Can resize but cannot guarantee clarity**

**#sponsor tag will be applied to copy you provide**

# APPLICATION & TERMS

Payment is required before any ad is developed or scheduled. Material must be received at least 2 weeks prior to publication date. Convention programs and newsletters may require a longer lead.

We do not offer design services and assume material will be submitted ready for use. When time permits, we can make 1 minor revision prior to ad placement, however this is not guaranteed.

While we often work with established companies, we are happy to assist new providers in placing their first ad. However, should the process significantly exceed the number of emails or services than we typically provide, we may choose to impose a consultation fee of \$35/hour, or withdraw the ad.

FLHSA reserves the right to reject advertisers without explanation, or cancel commitments which do not meet our deadlines & stated specifications, up until the date of print. We will not hold ad space if materials are not received.

After reviewing this information, we welcome your questions prior to making commitment. Refunds are only awarded early in the process, and are processed on the basis of the time commitment our staff has already invested on your behalf, solely at our discretion.

Materials should be emailed to:  
flidahomeschoolers@gmail.com  
using the subject line **ADVERTISER <your name>**  
in one continuous email thread.

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

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