

AHEA Advertising Opportunities

Thank you for your interest in advertising through AHEA's publications and at our convention. We currently have three advertising opportunities available to businesses:

- *HOME Matters* magazine (published three times each year)
- The Convention Guide (distributed to every family that attends the AHEA Convention in April)
- The Convention Bag (distributed to every family that attends the AHEA Convention in April)

***HOME Matters* Magazine and Convention Guide Ads**

***HOME Matters* Magazine**

We have various sizes of advertising space available in *HOME Matters* magazine, ranging from business card-size to full pages; we also offer discounts for yearly subscriptions. If you prefer, you may also send us a brochure or flyer to be inserted in the magazine.

We currently publish *HOME Matters* three times per year in February, June and October, with **the deadlines for each respective issue being January 15, May 15, and September 15.**

Convention Guide

Each spring, AHEA produces a Convention Guide for our attendees and exhibitors that includes a full schedule of events, speaker biographies and workshop descriptions, and other information that is important for the convention in Red Deer. We also offer advertising space to exhibitors and non-attending vendors.

The deadline for Convention Guide ads is March 1. Your Convention Guide ad could take the form of a fun coupon or entry form that attendees can redeem at your booth (be sure to have scissors on hand!), or it could be additional advertising if you are hosting an exhibitor workshop. It also may be just general advertising for your company. Be creative!

Information About Ads

Your ad should be submitted to ads@aheaonline.com in **black-and-white**. All ads are published on a space-available, first-come/first-served basis, and are subject to approval by the AHEA Board of Directors. **Please include in your email**

- your **black-and-white advertisement** in PDF, TIFF, PNG or JPEG file formats; please do **not** send your ad in Word (.doc) format;
- whether the ad is intended **for *HOME Matters* magazine, the Convention Guide, or both;**
- the **size** of the ad;
- the **number of issues** in which the ad should be placed **if it is for *HOME Matters*;**
- **your contact information** (complete mailing address; phone number; the name of the contact person and their email address; the name and email address to which the invoice should be sent; as well as your website address if applicable).

Once your ad has been submitted and approved for publication, AHEA will invoice you.

Ad Prices:

One FULL-page ad: \$275 plus GST
 3 FULL-page ads*: \$700 plus GST
 One HALF-page ad: \$140 plus GST
 3 HALF-page ads*: \$350 plus GST
 One QUARTER-page ad: \$ 70 plus GST
 3 QUARTER-page ads*: \$180 plus GST
 One BUSINESS CARD-size ad: \$ 35 plus GST
 3 BUSINESS CARD-size ads*: \$ 85 plus GST

Ad Sizes:

Full-page ads: 7.5" wide x 10" tall
 Wide half-page ads: 7.5" wide x 4.5" tall
 Tall half-page ads: 3.5" wide x 10" tall
 Quarter-page ads: 3.5" wide x 4.5"
 Business card-size ads: 3.5" wide x 2.25" tall

Back Cover of *HOME Matters*: \$300 plus GST

Magazine Inserts: Please contact ads@aheaonline.com for current rates.

Set-Up Fee: There is a one-time set-up fee of \$50 (plus GST) for each new ad that requires any work or conversion.

***Please note that the reduced rates for 3 (three) ads listed above apply only to ads that do not require changes for the full three issues.**



Convention Bag Inserts

As in previous years, AHEA continues to offer the opportunity for businesses to place inserts in each Attendee Bag at the Convention. All inserts are subject to the approval of the AHEA Board of Directors. Should any insert be rejected by the AHEA Board of Directors, your money will be refunded and your inserts returned to you.

Options for Providing Inserts to AHEA

Option 1: You print your inserts and mail them to AHEA.

1. Send a box of 1,000 inserts to AHEA (at Box 3224, Morinville, AB T8R 1S1) along with your cheque for the insertion fee (see "Insertion Fees" below).

Option 2: AHEA prints your inserts for for you. (Additional printing costs apply — see quote below.)

1. Send AHEA a cheque for the Insertion Fee (see "Insertion Fees" below) in the mail (at Box 3224, Morinville, AB T8R 1S1), indicating your business name and that the payment is for "Inserts" in the memo space of the cheque.
2. Contact Kayla at Hunters Print and Copy (in Morinville) at 780-939-8882 or kayla@huntersprint.com.
3. Plan your print job with her in the format you desire. (See quote for inserts below.)
4. Have Kayla label the job "AHEA HOME EDUCATION CONVENTION in care of KORIEEN SAMPSON" (who will collect it and bring it to the Convention).

2018 Hunters Print & Copy Quote for Full-Page and Half-Page Inserts:

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|---|---------------------------|
| • 1,000 full-page (8.5" x 11") inserts — single-sided colour (20lb bond): | \$ 290.00 plus GST |
| • 1,000 full-page (8.5" x 11") inserts — single-sided black-and-white (20lb bond): | \$ 50.00 plus GST |
| • 1,000 half-page (5.5" x 8.5") inserts — single-sided colour (20lb bond): | \$ 145.00 plus GST |
| • 1,000 half-page (5.5" x 8.5") inserts — single-sided black-and-white (20lb bond): | \$ 30.00 plus GST |

Please note that these prices do not include design costs and are only for artwork that does **not** bleed (i.e., the colour does not extend to the edge of the paper).

Insertion Fees

- **CDN \$50.00** fee (plus GST) to place **1,000** of the inserts (half-page or full page) in the Convention Attendee Bags
- **CDN \$100.00** fee (plus GST) to place **1,000** of the inserts (2-10 pages long) in the Convention Attendee Bags
- **CDN \$150.00** fee (plus GST) to place **1,000** inserts (more than 10 pages long) in the Convention Attendee Bags

Deadline for AHEA to receive the inserts for the 2019 Convention: **March 26, 2019**

AHEA Mailing Address

Box 3224

Morinville, AB

T8R 1S1