



## 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 March)
- The Convention Bag (distributed to every family that attends the AHEA Convention in March)

### 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. Ads from approved school boards are to be one half page or less.

We normally publish *HOME Matters* three times per year in February, June and October, with **the deadlines for each respective issue being January 4, May 15, and September 14.**

#### FULL-YEAR SPECIAL

(one identical ad in each of 3 consecutive issues of *HOME Matters* PLUS a different ad in the Convention Guide)

**Full-page:** \$1170 + GST | **HALF-page:** \$595 + GST | **QUARTER-page:** \$300 + GST | **BUSINESS CARD:** \$150 + GST

**Full-Year School Board Special** (3 half page magazine ads, plus 1 quarter page convention ad): \$500 + GST

#### 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. Ads from approved school boards are to be one quarter page or less.

**The deadline for 2020 Convention Guide ads is February 18.** 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@ahaeonline.com](mailto:ads@ahaeonline.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; 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: \$345 plus GST  
3 FULL-page ads\*: \$875 plus GST

One HALF-page ad: \$175 plus GST  
3 HALF-page ads\*: \$440 plus GST

One QUARTER-page ad: \$90 plus GST  
3 QUARTER-page ads\*: \$225 plus GST

One BUSINESS CARD-size ad: \$ 45 plus GST  
3 BUSINESS CARD-size ads\*: \$ 106 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" tall

Business card-size ads: 3.5" wide x 2.25" tall

\*Please note that the reduced rates for 3 (three) ads listed above apply only to three identical ads that are published in three consecutive issues of *HOME Matters*.

**Set-Up Fee:** There is a one-time set-up fee of \$65 (plus GST ) for each new ad that requires any work or conversion.



**AHEA**  
Alberta Home Education  
Association

## Convention Bag Inserts

Each year, AHEA offers the opportunity for a limited number of businesses and organizations to have inserts placed in each Convention attendee bag. If you would like to be considered, please contact AHEA at [ads@aheaonline.com](mailto:ads@aheaonline.com). All inserts are subject to the approval of AHEA in its sole and unfettered discretion. School Boards are ineligible for this product. Should any insert be rejected by AHEA at any time, 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. Email a copy or scan of your insert(s) to [ads@aheaonline.com](mailto:ads@aheaonline.com).
2. Upon approval by AHEA, send a box of 1,000 inserts to AHEA (at P. O. Box 5553, ST MAIN, Leduc, AB T9E 2A1) along with your cheque for the insertion fee (see “Insertion Fees” below).
3. NOTE: Please be aware that Purolator will not deliver to a box number; however, Canada Post will.

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

1. Contact Kayla at Hunters Print and Copy (in Morinville) at 780-939-8882 or [kayla@huntersprint.com](mailto:kayla@huntersprint.com).
2. Plan your print job with her in the format you desire. (See quote for inserts below; be sure to allow enough time.)
3. Email a copy or scan of your finalized insert(s) to [ads@aheaonline.com](mailto:ads@aheaonline.com).
4. Upon approval by AHEA, order your inserts from Hunters and send AHEA a cheque for the Insertion Fee (see “Insertion Fees” below) in the mail (at P. O. Box 5553, ST MAIN, Leduc, AB T9E 2A1), indicating your business name and that the payment is for “Inserts” in the memo space of the cheque.
5. Have Kayla label the job “AHEA HOME EDUCATION CONVENTION” (who will collect it by March 10, 2020 and bring it to the Convention).

#### **2020 Hunters Print & Copy Quote for Full-Page and Half-Page Inserts** (payable to Hunters Print and Copy):

- 1,000 full-page (8.5” x 11”) inserts — single-sided colour (20 lb bond): **\$ 290.00** plus GST
- 1,000 full-page (8.5” x 11”) inserts — single-sided black-and-white (20 lb bond): **\$ 50.00** plus GST
- 1,000 half-page (5.5” x 8.5”) inserts — single-sided colour (20 lb bond): **\$ 145.00** plus GST
- 1,000 half-page (5.5” x 8.5”) inserts — single-sided black-and-white (20 lb 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 (payable to AHEA)

- CDN \$65 fee (plus GST) to place 1,000 of the inserts (half-page or full page) in the Convention Attendee Bags
- CDN \$125 fee (plus GST) to place 1,000 of the inserts (2-10 pages long) in the Convention Attendee Bags
- CDN \$190 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 2020 Convention: **March 12, 2020**

## AHEA Mailing Address:

**P.O. Box 5553**

**STN MAIN**

**Leduc, AB T9E 2A1**