

# *The Old Schoolhouse*

*The Magazine for Homeschool Families*

## **Specifications for Special Ad Packages**

### **Cross-Channel Marketing Packages:**

**Small Cross-Channel Marketing Package: \$3,782 value for only \$2,647.40 (30% off) Save \$1,130!**

- Email—Spotlight on Five E-News, plus 3 Side Buttons in THM
- Mobile—Rotating Banner Ad on the App, 2 insertions
- Social—Facebook mention and Twitter Mention
- Web—Static 140x140 Small Square Button on [TheHomeschoolMagazine.com](http://TheHomeschoolMagazine.com) Sub-pages for a year

**Large Cross-Channel Marketing Package: \$5,594 value for only \$3,636.10 (35% off) Save \$1,950!**

- Email—Spotlight on Five E-News, plus 6 Side Buttons in THM
- Mobile—Rotating Banner Ad on the App, 3 insertions
- Social—Quarterly Facebook mention and Quarterly Twitter Mention
- Web—Top Banner, Rotating, on Sub pages (up to 50), 700x100 [Comes with third ad down on right hand side, Rectangle, also rotating (up to 50), 260x120]

**All-Around Advertising Package (Triple A): \$41,940 value for \$25,164 (40% off) Save \$16,776!**

- 3 dedicated blasts throughout the year
- 2 viral programs (two different products in their line)
- Full-page ad for a year
- Two-page spread in the annual print
- Rotating Banner in all 6 issues on the App (mobile banners)
- Spotlight on Five E-News twice during the year
- The Homeschool Minute top banner, one per month (12 times year)  
Top Banner, Rotating, on Sub pages of [TheHomeschoolMagazine.com](http://TheHomeschoolMagazine.com) all year

See Individual Submission Guidelines for each ad product on appropriate product specifications pages.

Full Legal Terms & Conditions should be found right here: <http://tosmediakit.com/Terms.html>.