

Advertising Rate Card

All rates are per placement unless otherwise noted. Many advertising venues offer a video option. Ask your sales representative for details. For current availability and package options, visit TOSMediaKit.com or contact your sales representative.

WEBSITE ADVERTISING

Web Banner: Square Static or animated square display ad on TheOldSchoolhouse.com	\$500
Web Banner: Small Square Button Compact square banner placement on TheOldSchoolhouse.com	\$350
Web Banner: Top Rectangular, Rotating Top banner rotates at the bottom of the home page and the top of selected subpages; also includes a 260 x 120 rectangular banner rotating on subpages	\$750
Home Page Carousel One full year of rotating visibility on The Old Schoolhouse® home page	\$1,500

DIGITAL APP ADVERTISING

Header Ad Rotating ad that appears on desktop and mobile browsers	\$250
Footer Ad Banner slot located at the bottom of the screen	\$350
Table of Contents Ad Static banner slot located in the Table of Contents	\$275
NavBar Sponsorship Ad Rotating ad on the Navigation Bar with a landing URL	\$200
Mobile App Blow-In Choose any page, specific to a particular issue	\$600

HISTORY OF HOMESCHOOLING

Flagship Package Featured placement in TOS's signature History of Homeschooling editorial section	\$1,645
Flagship Package with Video Flagship placement plus video integration in the History of Homeschooling section	\$1,815
Featured Spot Secondary placement in the History of Homeschooling section	\$600



SOCIAL MEDIA - INDIVIDUAL PLACEMENTS

Facebook Ad Single paid ad placed on Facebook through Meta's ad platform	\$320
Instagram Ad Single paid ad placed on Instagram through Meta's ad platform	\$120
Pinterest Ad Single paid ad placed on Pinterest, where homeschool parents plan and research curriculum	\$75
Pinterest Carousel Ad Multi-image carousel ad placement reaching homeschool families on Pinterest	\$150
X Ad Single paid ad placed on X	\$85
YouTube Video Single video promotion placed on YouTube	\$75
Facebook Regional Ad Targeted Facebook ad placement reaching homeschool families in a selected region	\$220
Instagram Regional Ad Targeted Instagram ad placement reaching homeschool families in a selected region	\$80

SOCIAL MEDIA - PACKAGES

Social Media Package One paid ad each on Facebook, X, Instagram, and Pinterest	\$525
Social Media Package with Video Enhancement Standard four-platform package with video content added	\$565
Premium Social Media Package Two paid ads each on Facebook, Instagram, Pinterest, and X	\$935
Premium Social Media Package with Video Enhancement Two paid ads each on Facebook, Instagram, Pinterest, and X, with video content added	\$995



HOMESCHOOL INFLUENCER NETWORK (HIN)

Content Creator Package Six to eight licensed high-resolution images of your product used in a real homeschool, yours to keep permanently	\$650
Product Promotion Package Real-family product promotion including images and testimonials shared across HIN channels	\$550
Product Promotion with Unboxing Video Product promotion package plus a filmed unboxing video by a vetted HIN creator	\$750
Product Promotion with Raw Video Product promotion package plus raw footage your team can edit and use in your own marketing	\$850
Unboxing Video Only A filmed unboxing of your product by a vetted HIN content creator	\$450
Comprehensive Promotion Package Product Promotion Package plus unboxing video and raw video footage	\$1,170
Product Evaluation Package Detailed written evaluation published on HomeschoolingFinds.com	\$450
Product Evaluation with Social Media Ad Package Written evaluation plus paid social media promotion across The Old Schoolhouse® platforms	\$850

THE HOMESCHOOL MINUTE eNewsletter

Top Banner Ad Banner ad at the top of The Homeschool Minute, our weekly eNewsletter delivered to 50,000+ recipients	\$575
Top Enhanced Text Ad Premium formatted text ad with logo, link, and a video option available, included in The Homeschool Minute eNewsletter and on The Homeschool Minute website	\$325
Enhanced Text Ad Formatted text ad with logo, link, and a video option available in The Homeschool Minute eNewsletter	\$225
Text Ad - Website Only Basic text ad placement on The Homeschool Minute website	\$100
Article Spot Editorial-style article placement in The Homeschool Minute eNewsletter	\$375
Top Banner Ad with Article Spot Combined banner and article placement in The Homeschool Minute eNewsletter	\$825



EMAIL - eBlasts

Dedicated eBlast Your message delivered exclusively to 50,000+ homeschool family inboxes	\$2,500
Regional eBlast Targeted inbox delivery to a specific geographic region of the TOS subscriber list	\$750
Focused eBlast - Top Spot Top placement in a Focused eBlast, including a Social Media Package and an Enhanced Text Ad in The Homeschool Minute eNewsletter	\$800
Focused eBlast - Regular Placement Regular placement in a Focused eBlast, including a Social Media Package and an Enhanced Text Ad in The Homeschool Minute eNewsletter	\$700
Specialty eBlast - Top Spot Top placement in a Specialty eBlast, including a Social Media Package and an Enhanced Text Ad in The Homeschool Minute eNewsletter	\$800
Specialty eBlast - Regular Placement Regular placement in a Specialty eBlast, including a Social Media Package and an Enhanced Text Ad in The Homeschool Minute eNewsletter	\$700
Spotlight eBlast - Top Spot Top placement in a Spotlight eBlast	\$450
Spotlight eBlast - Regular Placement Regular placement in a Spotlight eBlast with up to seven available ad spots	\$350
Highlights eBlast - Main Sponsor Main sponsor placement in a Highlights eBlast	\$795
Highlights eBlast - Sponsor #2 or #3 Secondary sponsor placement in a Highlights eBlast	\$400

HOMESCHOOL COLLEGE DIRECTORY

Premium Package Top-tier listing with maximum visibility, logo, dedicated page, and promotional add-ons	\$3,995
Standard Package Full directory listing with logo, dedicated page, and core promotional placement	\$1,625
Featured School Listing Enhanced directory listing with logo and priority placement	\$600
Premium Page Listing Dedicated premium page in the Homeschool College Directory	\$1,200



RESOURCE GUIDES & DIRECTORIES

General Resource Guide Listing

Placement in a themed resource guide promoted across TOS digital channels

\$375

Author's Directory Listing

Ongoing listing in the TOS Author's Directory with contact information and link

\$475

Higher Ed & Trade Schools Directory

Listing in the Homeschool College and Trade Schools Directory

\$475

Christmas Gift Guide Listing

Seasonal gift guide placement promoted to homeschool families during the Christmas buying season

\$475

For full product details, current availability, and custom packages, visit [TOSMediaKit.com](https://www.tosmedia.com) or contact your sales representative.

Phone: 1.888.718.HOME (4663) | Email: Sales@TheOldSchoolhouse.com

