

## Chicago Homeschool Expo Directory Advertising

Kelly Ling - Advertising Agent

Dear Potential Advertiser:

On August 7<sup>th</sup> and 8<sup>th</sup>, 2009, Home Educator's Encouragement Alliance (HEEA) presents the **Chicago Homeschool Expo** at the beautiful Schaumburg Convention Center near Chicago, Illinois. Our projected attendance for this exciting event is 4,500 which represents over 2,000 unit families.

Homeschooling has been in the new more than ever. And as homeschooling continues to grow, we expect this year to be a big year.

***"A growing number of city parents are home-schooling their kids, joining a group whose ranks are growing nationally. There was a 32% increase in the number of New Yorkers who educated their children at home between 2003 and 2007, close to the 36% increase nationwide. Parents nationwide cited religious and moral reasons, as well as school environment - including safety, drug use and negative peer pressure."*** - Source: Meredith Kolodner, NY Daily News Staff Writer, January 6, 2009

This year, we are producing the Chicago Homeschool Expo Directory which is given out to all who attend. It will homeschoolers with Expo exhibitors' names and phone numbers, crucial national and local homeschooling information, and more. The Chicago Expo Directory will also provide them with ads and specials from businesses like yours who wish to reach the homeschool market. We understand the desire and need of businesses to market to homeschooling families with effective and affordable advertising. This is one way to do it, with a directory homeschooling families keep all year long!

Some of our features include:

1. 4-color available upon request for display ads. Prices listed on Advertising Agreement. 4-color ads are available at no extra charge for all cover ads.
2. A "phone book style local listing" that includes your name, website, and phone number. Listings will be alphabetized. Prices are listed on the Advertising Agreement.
3. We also have a website to feature your ad and a link to your website. One way links to your website can have an impact on overall search engine rankings for your site. All directory advertisers will be listed on this website at no additional cost.

**[HomeschoolExpoDirectory.com](http://HomeschoolExpoDirectory.com)**

Please look over our advertising agreement on the next page. To place an ad, print out the agreement, fill it out, and fax it back to the number listed. If you have any questions, feel free to contact me anytime.

Payment can be made by credit card or checks. All checks must be made payable to Kelly Ling and mailed to: **Kelly Ling, 24 Windsor Lane, Alpharetta, GA 30004**. Please email [webmaster@chicagohomeschoolexpo.com](mailto:webmaster@chicagohomeschoolexpo.com) for information on paying by credit card.

Sincerely,

*Kelly S. Ling*

Kelly S. Ling  
Advertising Agent - ChicagoHomeschoolExpo.com  
[webmaster@chicagohomeschoolexpo.com](mailto:webmaster@chicagohomeschoolexpo.com)  
770-664-0960 - Phone :: 678-302-7075 - Fax

**Advertising Agreement  
2009 Chicago Homeschool Expo Directory**

<b>Company</b>		
<b>Advertising Contact</b>		
<b>Address</b>		
<b>City, State, Zip</b>		
<b>Phone</b>		
<b>Fax</b>		
<b>Email</b>		
<b>Ad Size Requested (Check all that apply)</b>	<input type="checkbox"/> Back Cover (Call for availability) <input type="checkbox"/> Inside Front Cover (Call for availability) <input type="checkbox"/> Inside Back Cover (Call for availability) <input type="checkbox"/> 2-page Center Fold (Call for availability) <input type="checkbox"/> First/last Available Page (Call for availability)	<input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> 1/4 Page - Vertical <input type="checkbox"/> 1/4 Page - Horizontal <input type="checkbox"/> "Simple Listing"
<b>Amount Enclosed</b>		

**Advertising Space Trim Size Cost**

Back Cover (call for availability) <b>4 ½ x 7 ½ - Includes 4-Color</b>	\$ 600.00
Inside Front Cover (call for availability) <b>4 ½ x 7 ½ - Includes 4-Color</b>	\$ 525.00
Inside Back Cover (call for availability) <b>4 ½ x 7 ½ - Includes 4-Color</b>	\$ 525.00
2-page Center Fold (call for availability) <b>10 x 7 ½ - Includes 4-Color</b>	\$ 800.00
First/last Available Page (call for availability) <b>4 ½ x 7 ½ - Includes 4-Color</b>	\$ 475.00
Full page <b>4 ½ x 7 ½</b> (Add \$75 for 4-Color)	\$ 325.00
Half page <b>4 ½ x 3 ½</b> (Add \$75 for 4-Color)	\$ 250.00
1/4 page <b>3 ½ L x 2 W</b> (horizontal) (Add \$50 for 4-Color)	\$ 175.00
1/4 page <b>2 W x 3 ½ L</b> (vertical) (Add \$50 for 4-Color)	\$ 175.00
"Simple Listing" - This phone book style listing includes company name, website, and phone.	\$ 100.00

**Finished book size - 8" x 5 ½"**

Special requests/instructions/comments:

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### Additional Advertising Information

1. Advertising deadline: June 26, 2009
2. If you have not advertised with us before, please enclose a brochure, sample of your product, or written description for our review. Ads are published on a space available, first-come, first-served basis. **Payment must be received to reserve space.** Ad may be sent at a later date. We reserve the right to refuse any ad submitted. Camera ready ads, along with completed form and payment, may be sent to Kelly Ling, 24 Windsor Lane, Alpharetta, GA 30004. All checks made payable to Kelly Ling. All four major credit cards also accepted (Corporate AMEX not included). Please email [webmaster@chicagohomeschoolexpo.com](mailto:webmaster@chicagohomeschoolexpo.com) for information on paying by credit card.
3. CANCELLATION POLICY: **Back cover, inside and outside cover advertising CANNOT be cancelled once order is placed.** For all other ads, advertiser shall have the right to cancel advertising agreement at any time by written notice to Kelly Ling. In the event such cancellation is received up to 60 calendar days prior to the advertising deadline above, Kelly Ling shall refund ad price minus a 25% cancellation fee. No refunds will be made on ad cancellations received within 60 calendar days prior to advertising deadline above. Under all circumstances, Kelly Ling retains the right to resell any advertising space cancelled by advertiser.
4. Submit full color ads in one of the following electronic formats: eps, tiff, or high resolution pdf. Ads must be exact dimensions listed, including border; camera ready; electronic format must be eps, tif, or pdf; positive print at least 300 dpi laser quality is ok. Ads may be emailed to [webmaster@chicagohomeschoolexpo.com](mailto:webmaster@chicagohomeschoolexpo.com) or sent on CD/floppy.
5. Please contact us if you need help creating an ad. Additional fee may apply.
6. A PDF file is available of the 2008 SE Homeschool Expo Directory, which I also produced. The Chicago Expo Directory is similar in format. Please email me for more information.

**I hereby authorize publication of the above advertising in the 2009 Chicago Homeschool Expo Directory.**

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Kelly S. Ling  
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