

Southeast Homeschool & Educational Expo Directory Advertising

Kelly Ling - Advertising Agent, 24 Windsor Lane, Alpharetta, GA 30004

Dear Advertiser:

On July 31 thru August 1, 2009, Home Educator's Encouragement Alliance (HEEA) presents the **14th Annual Southeast Homeschool & Educational Expo** at the Cobb Galleria Centre. This year, our projected attendance is 6,700 which represents 3,700 unit families. As homeschooling continues to grow, we expect this year to be bigger and better than ever.

Each year, we produce the Southeast Homeschool & Educational Expo Directory which is given out to thousands who attend. It provides homeschoolers with Expo exhibitors' names and phone numbers, crucial homeschooling information, and a listing of Georgia homeschool support groups. The Expo Directory also provides 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

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@georgiahomeschool.com for information on paying by credit card.

Sincerely,

Kelly S. Ling

Kelly S. Ling
GeorgiaHomeschool.com
webmaster@georgiahomeschool.com
770-664-0960 - Phone :: 678-302-7075 - Fax

Advertising Agreement
2009 Southeast Homeschool & Educational Expo Directory

Company		
Advertising Contact		
Address		
City, State, Zip		
Phone		
Fax		
Email		
Ad Size Requested (Check all that apply)	<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"
Amount Enclosed		

Advertising Space Trim Size Cost

Back Cover (call for availability) 4 ½ x 7 ½ - Includes 4-Color	\$ 755.00
Inside Front Cover (call for availability) 4 ½ x 7 ½ - Includes 4-Color	\$ 655.00
Inside Back Cover (call for availability) 4 ½ x 7 ½ - Includes 4-Color	\$ 655.00
2-page Center Fold (call for availability) 10 x 7 ½ - Includes 4-Color	\$1,100.00
First/last Available Page (call for availability) 4 ½ x 7 ½ - Includes 4-Color	\$ 595.00
Full page 4 ½ x 7 ½ (Add \$75 for 4-Color)	\$ 415.00
Half page 4 ½ x 3 ½ (Add \$75 for 4-Color)	\$ 305.00
1/4 page 3 ½ L x 2 W (horizontal) (Add \$50 for 4-Color)	\$ 235.00
1/4 page 2 W x 3 ½ L (vertical) (Add \$50 for 4-Color)	\$ 235.00
"Simple Listing" - This phone book style listing includes company name, website, and phone.	\$ 130.00

Finished book size - 8" x 5 ½"

Special requests/instructions/comments:

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@georgiahomeschool.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@georgiahomeschool.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 last year's Expo Directory. Please email me for more information.

I hereby authorize publication of the above advertising in the 2009 Southeast Homeschool & Educational Expo Directory.

Signature _____ Date: _____

Title: _____

Kelly S. Ling
GeorgiaHomeschool.com
webmaster@georgiahomeschool.com
770-664-0960 - Phone
678-302-7075 - Fax