

# Homeschooling Horizons<sup>®</sup> MAGAZINE

## ADVERTISING CONTRACT

**Homeschooling Horizons Magazine**

Head Office  
42 Prévost RR 7  
Vaudreuil-Dorion QC J7V 8P5  
Ph/fax: (450)424-3222  
staff@homeschoolinghorizons.com

**Media Sales Inquiries**

National Office Advertising Rep:  
hh-adsales@homeschoolinghorizons.com Phone: (514)710-8343

*Subsidized Ad Representatives:*

(BC, AB, MB, SK) hh-hsrep-west@homeschoolinghorizons.com  
(ON, QC, NB, NS, PE, NL) hh-hsrep-east@homeschoolinghorizons.com  
(YK, NWT, NT) hh-hsrep-north@homeschoolinghorizons.com  
For contact referral: Ph/Fax: (450)424-3222

Office Use Only

Qualifies for Subsidized Discount

Subsidized Code: \_\_\_\_\_  
(Check with Head Office for details)

Ad Rep.: \_\_\_\_\_

**Advertiser Information**

Company Name	Telephone	Fax
Contact	E-Mail	
Mailing Address	City	Prov. Postal Code

**Print Ad Specifications:**

Frequency:  Single  5X  10 X

Ad Choice X	Print Specifications				Ad Costs			Subsidized Discount		
	Position	Colour Details	Width	Height	Single	5 X (per issue)	10 X (per issue)	Single	5 X	10 X
	Blow In	N/A	Postcard		\$550	\$480	\$400	-10%	-30%	-35%
	Outside Back	Colour Only	8.0"	10.5"	\$850	\$600	\$525	-5%	-25%	-30%
	Inside Front	Colour Only	8.0"	10.5"	\$900	\$775	\$650	-5%	-25%	-30%
	Inside Back	Colour Only	8.0"	10.5"	\$900	\$775	\$650	-5%	-25%	-30%
	Full Page	B/W	8.0"	10.5"	\$450	\$400	\$350	N/A	-30%	-35%
	2/3 Page	B/W	5.0"	9.5"	\$350	\$295	\$250	N/A	-20%	-20%
	1/2 Page	B/W	8.0"	5.25"	\$300	\$250	\$200	N/A	-15%	-15%
	1/3 Page SQ	B/W	4.75"	4.75"	\$175	\$150	\$95	N/A	-15%	-15%
	1/3 Page V	B/W	2.38"	9.5"	\$175	\$150	\$95	N/A	-15%	-15%
	1/3 Page H	B/W	7.75"	3.13"	\$175	\$150	\$95	N/A	-15%	-15%
	1/6 Page	B/W	4.75"	2.38"	\$85	\$70	\$65	N/A	N/A	N/A
	1/12 Page	B/W	2.38"	2.38"	\$75	\$60	\$55	N/A	N/A	N/A

**Ad Details:**

**Issue Appearance**  
(if less than 10 issues):

- January 200\_\_
- February 200\_\_
- March 200\_\_
- April 200\_\_
- May 200\_\_
- June 200\_\_
- Summer 200\_\_
- September 200\_\_
- October 200\_\_
- Holiday 200\_\_

**Subsidized Discounts:** Please speak to a subsidized ad representative to find out if you qualify for the Small Homeschooling Business Subsidized Discount, by calling Head Office (450) 424-3222

**Web Ad Specifications:**

\* Reserve your web space for 12 months and pay only for 10!

Type	Position	Details	Size	Single Month	Save with Yearly rates*
Word Link	Home page	10 Words	Verdana 10 pt	\$25	\$250
Word Link	Current & Next Issue Pages	10 Words	Verdana 10 pt	\$30	\$300
Tile Ad	Home Page	Half-Box	120 pixels by 60 pixels wide	\$30	\$300
Tile Ad	Current & Next Issue Pages	Half Box	120 pixels by 60 pixels wide	\$45	\$450
Tile Ad	Home Page	Full Box	120 pixels by 120 pixels wide	\$60	\$600

Type	Position	Details	Size	Single Month	Save with Yearly rates*
Tile Ad	Current & Next Issue Pages	Full Box	120 pixels by 120 pixels wide	\$90	\$900
Banner Ad	Home Page Bottom	20 kbps	468 pixels by 60 pixels high	\$75	\$750
Banner Ad	Home Page Center Column	20 kbps	468 pixels by 120 pixels high	\$100	\$1,000
Banner Ad	Current & Next Issue Pages Bottom	20 kbps	468 pixels by 60 pixels high	\$85	\$850
Banner Ad	Order Page Bottom	20 kbps	468 pixels by 60 pixels high	\$85	\$850

# Advertising Contract

## General Information:

**Cover position** advertisers have first right of refusal on renewals. Renewals must be ordered a minimum of three months in advance. Cover position contracts are non-cancelable. Cancellations are not accepted after closing date. Cancellation of any portion of a contract voids all rate and position protection.

An advertiser who does not complete a committed schedule within a contract year will be subject to short rate.

**Acceptance of all advertising** is subject to publisher's approval and agreement by the advertiser and its agency, who will be jointly and severally liable, to indemnify and protect the publisher from losses or expenses and claims or legal action arising from the content or subject matter of such advertisements. Including suits or actions for libel, plagiarism, copyright or trademark infringement and unauthorized use of names or photographs or invasions of privacy.

**Publisher's liability** for error shall not exceed cost of advertising space; publisher must be notified of any error, in writing, within 10 days of invoice date.

*Homeschooling Horizons Magazine* shall not be liable for events outside our control which cause an issue not to be printed or circulated in full. (example: an act of God damaging our printer's building)

*Homeschooling Horizons Magazine* reserves the right to exclude advertisements not in keeping with the overall purpose of the magazine.

### Payment Policy

Advance payment required for new advertisers. Payment can be made by cheque, credit card or money order. Subsidized Discounts available for family-run, small homeschooling businesses of less than three (3) employees.

## Payment Information:

I agree to the advertisement specification (on reverse) to appear in Homeschooling Horizons Magazine and/or on its website.

I am aware of the below condition of this contract and understand the rate to be \_\_\_\_\_ for each ad placement.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Two month's advance payment required for new advertisers.** This constitutes a binding contract. Upon acceptance of this form, *Homeschooling Horizons Magazine* agrees to publish your ad. In return, you will abide by your agreement to appear in the above specified issues with the ad size(s) stipulated at time of signing. Please note, an advertiser may increase an ad's size in any one issue, provided this request is received by *Homeschooling Horizons Magazine* before the Materials Close deadline. Advertisers failing to submit artwork by the artwork deadline will have their previous ad re-run. Payment by cheque or money order payable to *Homeschooling Horizons Magazine*

## Additional Information:

Office Use Only