

## **Southeast Homeschool Expo Directory Advertising**

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

Dear Advertiser:

On July 30 and 31, 2010, Home Educator's Encouragement Alliance (HEEA) presents the **14th Annual Southeast Homeschool Expo** at the Cobb Galleria Centre. This year, our projected attendance is 6,200 which represents 3,200 unit families. As homeschooling continues to grow, we expect this year to be bigger and better than ever.

### **ADVERTISING DEADLINE EXTENDED TO MIDNIGHT, JUNE 25, 2010!**

Each year, we produce the Southeast Homeschool Directory which is given out to thousands who attend. It provides homeschoolers with Expo exhibitors' names and phone numbers, and crucial homeschooling information. The Expo Directory also provides them with ads and specials from businesses like yours who wish to reach the Southeast 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.

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@southeasthomeschoolexpo.com](mailto:webmaster@southeasthomeschoolexpo.com) for information on paying by credit card.

Sincerely,

**Kelly S. Ling**

Kelly S. Ling  
SoutheastHomeschoolExpo.com  
[webmaster@southeasthomeschoolexpo.com](mailto:webmaster@southeasthomeschoolexpo.com)  
770-664-0960 - Phone :: (877) 747-0969 - Fax

## Advertising Agreement - 2010 Southeast Homeschool 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"/> <b>Back Cover (Call for availability)</b> <input type="checkbox"/> <b>Inside Front Cover (Call for availability)</b> <input type="checkbox"/> <b>Inside Back Cover (Call for availability)</b> <input type="checkbox"/> <b>First/last Available Page (Call for availability)</b> <input type="checkbox"/> <b>"Simple Listing"</b>	<input type="checkbox"/> <b>Full Page</b> <input type="checkbox"/> <b>Half Page</b> <input type="checkbox"/> <b>1/4 Page - Vertical</b> <input type="checkbox"/> <b>1/4 Page - Horizontal</b>
<b>Amount Enclosed</b>		

### Advertising Space Trim Size Cost

Back Cover (call for availability) <b>4 ½ x 7 ½ - Includes 4-Color</b>	SOLD
Inside Front Cover (call for availability) <b>4 ½ x 7 ½ - Includes 4-Color</b>	SOLD
Inside Back Cover (call for availability) <b>4 ½ x 7 ½ - Includes 4-Color</b>	SOLD
First/last Available Page (call for availability) <b>4 ½ x 7 ½ - Includes 4-Color</b>	SOLD
Full page <b>4 ½ x 7 ½</b> (Add \$75 for 4-Color)	\$ 415.00
Half page <b>4 ½ x 3 ½</b> (Add \$75 for 4-Color)	\$ 305.00
1/4 page <b>3 ½ L x 2 W</b> (horizontal) (Add \$50 for 4-Color)	\$ 235.00
1/4 page <b>2 W x 3 ½ L</b> (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:

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### Additional Advertising Information

1. Advertising deadline: June 15, 2010 **EXTENDED UNTIL MIDNIGHT, JUNE 25, 2010!**
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@southeasthomeschoolexpo.com](mailto:webmaster@southeasthomeschoolexpo.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@southeasthomeschoolexpo.com](mailto:webmaster@southeasthomeschoolexpo.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 2010 Southeast Homeschool & Educational Expo Directory.**

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

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

Kelly S. Ling  
GeorgiaHomeschool.com  
[webmaster@georgiahomeschool.com](mailto:webmaster@georgiahomeschool.com)  
770-664-0960 - Phone  
(877) 747-0969 - Fax