

GREENHOUSE ADVERTISING

For over 30 years, NCHE has served North Carolinians who support home education. We strive to keep NCHE members informed and encouraged through our flagship publication, GREENHOUSE Magazine. GREENHOUSE is currently available in three formats. We publish a beautiful print version that looks great on your coffee table or bookshelf. This is mailed to all NCHE members and given to NC legislators. A PDF version of GREENHOUSE is available online, as well as articles posted regularly on the GREENHOUSE Magazine webpage.

Thousands of homeschool families are looking for products and services just like yours. We are pleased to provide the opportunity for you to connect with these families by advertising with GREENHOUSE Magazine. Here are a few important updates about our publication:

We are expanding our print readership by sending a copy of GREENHOUSE Magazine to every member of NCHE! In the past, subscriptions to GREENHOUSE were separate from NCHE membership. While our members, as well as the public, were able to download and read the PDF version, we believe that hard copies get read more thoroughly. This means more exposure for your ads!

Thank you for partnering with us to support NC homeschool families and connecting them with the products and services they need to succeed. Please see the instructions below for how to advertise with GREENHOUSE Magazine. If you have any further questions, feel free to contact us at greditor@nche.com.

Sincerely,
Matthew McDill
Media Manager

About GREENHOUSE

GREENHOUSE is published by North Carolinians for Home Education (NCHE) and is the only statewide periodical created specifically to keep North Carolinians who support home education informed and encouraged.

- Publication frequency: Biannually with additional Graduate issue
- Pages per issue: 40 to 50
- Circulation (printed copy and online)
 - Two biannual issues: Mailed to NCHE members and available to everyone online in PDF at nche.com
 - Graduate issue: Available to NCHE members and all graduates, their families and friends, and online
 - Website nche.com/greenhouse: New article published every week or two from the current printed issue and a library of past articles

Advertising in GREENHOUSE

Steps:

1. Pick a size and which issue/s you want to publish in.
2. Decide if you want to submit a digital ad for the GREENHOUSE section of the NCHE website
3. Create your print ad, or select the information for us to create your ad.
4. Fill out the advertising order form and mail with payment to NCHE or email form with credit/debit card information to greditor@ncche.com, or email form and call NCHE with credit/debit card information.
5. Email the print ad or the information to create the ad (greditor@ncche.com).
6. Create and email the digital ad for the GREENHOUSE website. (greditor@ncche.com)

GREENHOUSE Ad Sizes and Rates

Code	Description	Dimensions	Price
FP-IC	Full page inside front cover	7" X 10" (Add 1/8" bleed on all sides)	\$865
FP-BC	Full page inside back cover	7" X 10" (Add 1/8" bleed on all sides)	\$795
BC	Back cover	7" X 6,6125" (Add 1/8" bleed on all sides)	\$1,300
FP	Full Page	7" X 9.5"	\$665
1/2-H	1/2 Page Horizontal	7" X 4.725"	\$445
1/2-V	1/2 Page Vertical	3.47" X 9.5"	\$445
1/3	1/3 Page Horizontal	7" X 3.125"	\$295
1/4	1/4 Page Vertical	3.47" X 4.725"	\$225
1/8	1/8 Page Horizontal	3.47" X 2.1375"	\$125
O-AD/p	Online Ad with print ad— (6 months)	260x260 pixels (px)	\$300*
O-AD/m	Online Ad without print ad--monthly	260x260 pixels (px)	\$75*

*This price for the online ad is available to those who advertise in the printed version of the GREENHOUSE and will run at the same time frame as the printed version, six months. The price for an online ad without a print ad is \$75 per month.

Layout Service Prices:

- For advertisers who need it, we can do the layout to generate an ad using your digital logo and adding text for a small additional fee. Fees are: 1/8 page, and 1/4 page \$35.00, 1/3 page and 1/2 page \$60.00, full page \$85.00. All logos, photos and imagery are to be supplied by the client.
- Fees for conceptual ads that involve layouts with more imagery and design oriented ads where NCHE provides backgrounds and images to achieve the desired results are: 1/8 page and 1/4 page \$85.00, 1/3 page and 1/2 page \$110.00, full page \$135.00.
- There is a fee of \$15.00 for each photo & \$10.00 for each logo that needs to be scanned or half-toned.

Important details:

- Payment for all ads ordered must be received before GREENHOUSE goes to layout.
- There is a 10% discount for three (3) consecutive print ads (2 biannual and 1 graduate Issue) when they are ordered and paid for in advance.
- Ads are accepted on a priority and space available basis. North Carolinians for Home Education (NCHE) reserves the right to refuse any advertising.
- Rates are effective immediately and are subject to change without notice.
- Changes in ad contents may be made from issue to issue provided deadlines are met.
- Some photos and graphics do not scan well, and NCHE cannot guarantee the quality of the appearance of ads with scanned images. The resolution of scanned images is critical for good reproduction.
- Ads must be emailed via email attachments to **greditor@ncche.com**.

Print Ad Minimum Requirements:

- Submit a press-ready PDF, JPG, or TIF including bleed, crop marks and embedded fonts. Include all linked files, fonts and the layout file.
- Minimum resolution for photographs is 300 dpi (or ppi) at 100% size.
- Minimum resolution for line art scans is 1200 dpi (or ppi) at 100% size.
- Convert art to process CMYK colors. Do not leave art in RGB. Adding resolution to art will produce questionable results.
- Logos or line art should be vector graphics.
- Type 1 PostScript fonts are preferred. Include the screen font (font suitcase or bitmap font) and all PostScript printer fonts for all typefaces used in your document. True Type or Open Type fonts must be embedded into the PDF. Another option is to convert all fonts to outlines.
- Build layout documents with CMYK process colors. Do not use spot colors.
- Create Rich Black with 60% cyan, 40% magenta and 100% black.
- Include contact information with your disk.
- Files may be submitted on a DVD or CD Macintosh-readable formatted disk, via email or by a download from your FTP site.

GREENHOUSE Website Digital Ad Requirements

- Dimensions of the digital ad for GREENHOUSE website are 260x260 in pixels (px).
- Acceptable formats are .GIF (non-animated), .JPG or .PNG.
- Provide the web address (aka URL) that users will be directed to upon clicking your ad.

GREENHOUSE Advertising Order Form

Company Name: _____ Contact: _____

Street Address _____

City; _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Ad Order: specify code for each issue ordered from the size and rate table.

Issue	Ad Deadline*	Print Size Code	Print Ad Base Price	Biannual Online Ad w/Print Ad ☉	Layout Service Price
Spring	Feb 1				
Graduate Issue—May	Apr 1			N/A	
Fall	Aug 1				
Total Price			\$	\$	\$
Less 10% for 3 consecutive print issues & annual online ad			\$	\$	N/A
Total Extended Price			\$	\$	\$

Online Ads without print ad are \$75 per month (10% discount for annual ad)

Enter the months will run	No. of Months	Total	Discount	Extended Price
		\$	\$	\$

☉ Online ad with print ad deadlines: Aug. 15, and Feb. 15 and will run at the same time frame as the printed version, six months. For online ads without a print ad, the deadline is the 15th of the month before it is to run. Email ad to greditor@nche.com.

☉ The 10% discount is for online ads for 2 consecutive biannual issue with print ad or 12 consecutive months of monthly ad. For a \$30 fee for each change within the six months, online ads may be changed with a 2 week notice.

Price Calculation

Agreement: I have read and understand all conditions and requirements for advertising in the GREENHOUSE as described on the Ad Specifications. I also understand that North Carolinians for Home Education reserves the right to refuse any advertising.

Print Ad	\$
Online Ad with Print Ad	\$
Monthly Online Ad	\$
Layout Service	\$
Subtotal	\$
Total Enclosed by check or card	\$

Date: _____

Signature of Authorized Representative (Name on credit or debit card if card is used)

Credit Card Information:

Discover

Name on Card: _____

Master Card

Visa

Credit Card Number: _____

Expiration Date: _____