



## **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 NCHE.com 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.

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](mailto:greditor@nche.com).

Sincerely,  
Matthew McDill  
NCHE President

### **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
- Circulation (printed copy and online)
  - Two biannual issues: Mailed to NCHE members, given to all NC legislators and available to everyone online in PDF at [nche.com](http://nche.com)
  - Graduate issue: Available to NCHE members and all graduates, their families and friends, given to all NC legislators and online
  - Website [nche.com/greenhouse](http://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](mailto: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](mailto:greditor@ncche.com)).
6. Create and email the digital ad for the GREENHOUSE website. ([greditor@ncche.com](mailto: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)	\$1050
FP-BC	Full page inside back cover	7" X 10" (Add 1/8" bleed on all sides)	\$900
BC	Back cover	7" X 6,6125" (Add 1/8" bleed on all sides)	\$1,370
FP	Full Page	7" X 9.5"	\$700
1/2-H	1/2 Page Horizontal	7" X 4.725"	\$490
1/2-V	1/2 Page Vertical	3.47" X 9.5"	\$490
1/3	1/3 Page Horizontal	7" X 3.125"	\$350
1/4	1/4 Page Vertical	3.47" X 4.725"	\$260
O-AD/p	Online Ad with Spring or Fall print ad— <b>(6 months)</b>	260x260 pixels (px)	\$500*
O-AD/m	Online Ad without print ad-- <b>monthly</b>	260x260 pixels (px)	\$125

\*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 Fall issue runs September through February, and the Spring issue runs March through August)

### 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: 1/4 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: 1/4 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 <input type="checkbox"/>	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			\$	N/A	N/A
Total Extended Price			\$	\$	\$

Online ad with print ad deadlines: Aug. 15 for Fall issue, and Feb. 15 for Spring issue and will run at the same time frame as the printed version, six months. Email ad to greitor@ncche.com.

Online Ads **without** print ad are \$125 per month

Enter the months will run	No. of Months		Total
		x \$125 per month	\$

For online ads **without** a print ad, the deadline is the 15<sup>th</sup> of the month before it is to run.

Ⓞ 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	\$
<b>Total Enclosed by check or card</b>	\$

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: \_\_\_\_\_