ABOUT US

With over 360,000 member families and growing, the Homeschool Buyers Club is the world’s largest purchasing club for homeschooling families, bringing the world’s best curriculum and educational resources to homeschoolers at affordable prices.

Homeschool Buyers Club has two lists available for external email marketing: The Homeschool Weekly (every Monday) and The Homeschool Connection (first Thursday of the month), each delivering to over 55,000 opt-in recipients. These are the Club’s most popular emails, averaging an open rate of over 10%.

The Club’s email advertising options are an excellent opportunity to promote your product to an active and engaged community of homeschoolers. Our advertising options are an excellent opportunity to promote your product to an active and engaged community of homeschoolers.

EMAIL OPTION 1: BANNER AD

Requirements & Deliverables: 700x135px and URL This ad can have as much copy as the advertiser would like as long as it is readable and fits on the image. The image will be hyperlinked to the URL provided by our partner.

EMAIL OPTION 2: IMAGE & TEXT AD

Requirements & Deliverables:
- 200x200px and URL
- Header Copy, max 50 characters
- Body Copy, max 300 Characters
- URL
- The image will be hyperlinked to the URL provided by our partner

**ABCmouse**

Give your child a head start on Reading, Math, Science, Social Studies, and more with ABCmouse, the award-winning early learning online program for kids ages 2-7 with more than 8,500 standards-based learning activities that work on computers, tablets, and smartphones.
EMAIL OPTION 3: TEXT ONLY AD

Requirements & Deliverables:
- Header Copy, max 30 characters
- Body Copy, max 600 characters, max 2 paragraphs

Amazing Language Arts Deals You will LOVE!
If you are looking for the perfect language arts curriculum or supplement to add to your homeschool supplies for the new school year, then be sure to check out these fantastic offers at the club. But don't wait too long as some of this deals will be ending soon!

SHOP NOW

The Homeschool Weekly (every Monday) Email Example

SAMPLE AD PLACEMENT
HOMESCHOOL BUYERS CLUB ADVERTISING COSTS

**Cost:** $2,000 per ad insertion

- 3+ Ads - 15% Discount - $1700 per ad insertion
- 5+ Ads - 30% Discount - $1400 per ad insertion

**Terms:** Advertisements are subject to approval. There is a maximum of 5 spots available per month. Creative is due 10 business days before the publication date.
BANNERS

1701x423px desktop banner, 326 DPI
750x750px mobile banner, 326 DPI

Cost: $1,150 for 15 Days
30 Days - 15% Discount - $1955

Our website receives 47K to 120K visitors per MONTH. Your product banner will be shown on the Homeschool Buyers Club website in rotation with our other banners. This option is only available to partners of the Homeschool Buyers Club and will link to your main offer page on our website.

*Pricing is subject to seasonal change.

Contact Marketing for additional details.
SPECIAL PRODUCT PLACEMENT OPTIONS

200x200px product image

Cost: $1,000 for 30 Days
60 Days - 15% Discount - $1700
90 Days - 25% Discount - $2250

Your product image will be shown on every product’s page within that subject category. This option is only available to partners of the Homeschool Buyers Club and will link to your main offer page within our website. *Pricing subject to seasonal change.

Contact Marketing for additional details.
ABOUT US

Homeschool Buyers Club owns the publication, ClickSchooling. The ClickSchooling's mission is to help home educators provide the best possible education to their students. In support of that, we search extensively for the world's best, free educational resources and publish weekly reviews on the ClickSchooling website and in our email newsletters.

We are offering an exclusive advertising program for leading homeschool publishers who would like to reach the ClickSchooling community directly with dedicated eBlasts to our 50,000 opt-in subscribers. We also offer sponsorship ads in our weekly ClickSchooling emails. Publishers may bundle either dedicated eBlasts or sponsorship ads and receive deep discounts on their purchases. Best practices showing the most effective placements include: Free Trials, Time-Sensitive Offers, Exclusive Deals, and New Product Offerings.

Weekly ClickSchooling Email Example

SPONSORED AD EXAMPLE

Please welcome this message from our ClickSchooling sponsor:

**Saxon Homeschool - 25% Off + 100 SmartPoints/$1**

With Saxon Homeschool, you can help your child develop a mastery of math language and concepts, language arts skills, and more. Saxon Homeschool is based on the teaching principles of incremental development, continual practice and review, and cumulative assessment. As a Deal of the Week this week, until 9/3, get 100 SmartPoints for every dollar you spend on Saxon Homeschool.

LEARN MORE

~ Click and Learn ~

~Reviews for August 29 - September 3, 2022~

**MATH**

**Absurd Math**
(http://www.learnxrefere.com/math/index.html)

Grades 6-10, with parental supervision

This website offers a free series of 4 interactive, pre-algebra level problem-solving games that will test your student’s math skills in a fun and challenging way.

READ REVIEW HERE
CLICKSCHOOLING ADVERTISING OPTIONS

Creative is due 10 business days before the publication date.

<table>
<thead>
<tr>
<th>TYPE</th>
<th>Specs</th>
<th>1 Insertion</th>
<th>3+ Insertions 15% Off</th>
<th>5+ Insertions 30% Off</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Eblast</td>
<td>HTML Delivered by partner, 700 px wide, all images hosted by partner</td>
<td>$1850</td>
<td>$1572.50</td>
<td>$1295</td>
</tr>
<tr>
<td>Sponsored Ad</td>
<td>Text only, 65 words/500 characters max, link to product</td>
<td>$250</td>
<td>$212.50</td>
<td>$175</td>
</tr>
</tbody>
</table>