



# 2017 Rate Card & Editorial Calendar

## DISCOUNTS AND SERVICES FOR THE HOMESCHOOL FAMILY

Issue	Benefit Theme	Reserve Ad Space	Ad Copy Due	Mail Date
March/April 2017	Travel	1/5/2017	1/12/2017	3/2/2017
May/June 2017	Financial	3/28/2017	4/4/2017	4/27/2017
July/Aug 2017	Legal Services	5/30/2017	6/6/2017	6/29/2017
Sept/Oct 2017	Insurance	8/1/2017	8/8/2017	8/31/2017
Nov/Dec 2017	TCL Online Store	9/26/2017	10/3/2017	10/26/2017
Jan/Feb 2018	Health & Wellness	11/28/2017	12/5/17	12/28/17

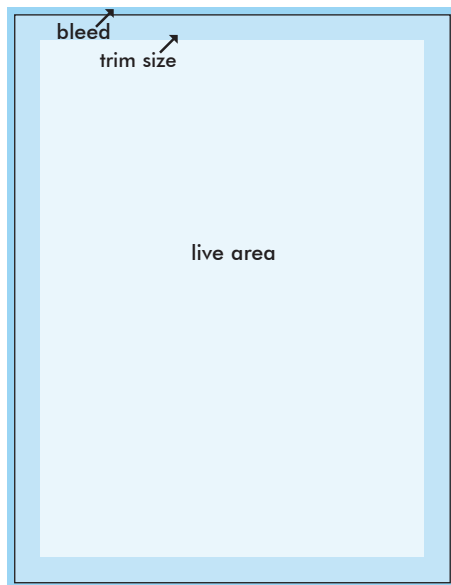
Advertising Rates			
Black and white	1x	3x	6x Contract
Full Page	\$400	\$284	\$260
½ Page Horiz. or Vertical	\$220	\$156	\$143
¼ Page ad	\$110	\$78	\$72
⅙ Page ad (Business card)	\$60	\$43	\$39

### Contact Information

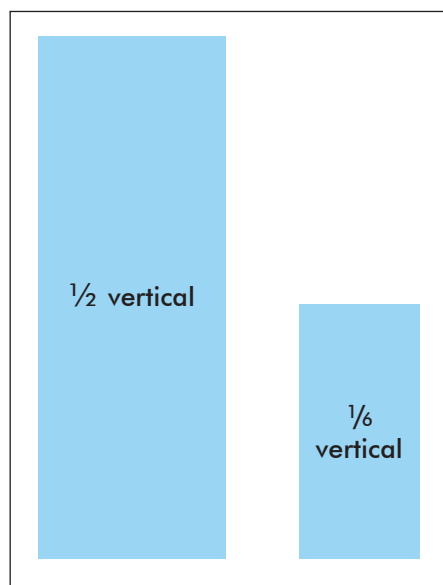
Jill Maggio  
 HBA Connection, (715) 445-5000 ext. 115  
[jillm@jonespublishing.com](mailto:jillm@jonespublishing.com)  
 Fax: (715) 445-4053

### Send Advertising Materials to:

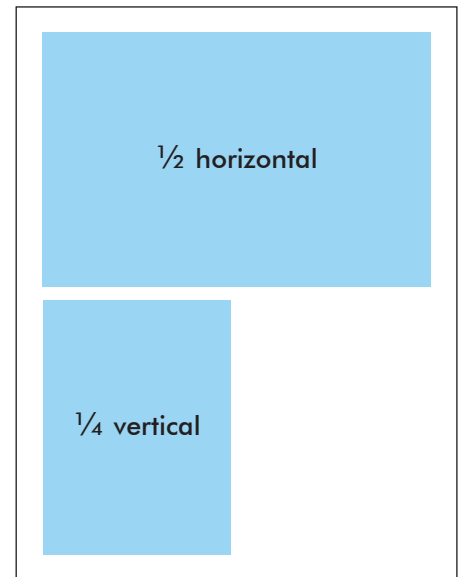
[jillm@jonespublishing.com](mailto:jillm@jonespublishing.com)



**Full page**  
 With bleed: 8.5" by 11"  
 Magazine trim size: 8.25" by 10.75"  
 Live area: 7.75" by 10.25"



½ vertical: 3.5" wide by 9.75" high



½ horizontal: 7.25" wide by 4.75" high  
 ¼ vertical: 3.5" wide by 4.75" high  
 ⅙ vertical: 2.25" wide by 4.75" high

## Requirements for camera-ready art. We prefer PC-based software, if possible.

### \*\*Programs for the PC (Preferred)

- InDesign
- Adobe Photoshop
- Adobe Illustrator
- High-resolution PDF

### Macintosh Software

- InDesign
- Adobe Photoshop
- Adobe Illustrator
- High-resolution PDF

### Available Media

- Tiff Files
- Stuffit Files
- CD Rom and DVD—Readable Only—PC or Mac
- FTP Site (information available upon request)

### Art Specification

- 150 line screen
- Dot Gain 10%
- 300 DPI for photos
- Trim Size: 8.25" by 10.75"
- Bleed Size: 8.5" by 11"
- Color—Black and White