

# Thanks for advertising in *Smoke Signals* Homeschool newsletter

• Please NOTE: *Smoke Signals* is published **4 times a year** on the following schedule: Winter, Spring, Summer, Fall. Our circulation is 3,000 families for Fall and Summer, and 1,000 families for Winter and Spring editions. *Smoke Signals* is also posted on the smhea.org website. Most of our families reside in Knox and adjoining counties.

## • *Smoke Signals* Ad Rates

Fall, Summer  
Circulation: 3,000

Full page is \$175  
1/2 page is \$125  
1/4 page is \$75  
1/6 page is \$50  
Business card size (2" X 3-1/2") is \$30

## Discount Rates

Winter, Spring  
Circulation: 1,000

Full page is \$119  
1/2 page is \$79  
1/4 page is \$59  
1/6 page is \$39  
Business card size \$19

- We offer a **20% discount** on above rates if you purchase 3 issues or more.
- Classified is \$5 for up to 15 words. Each additional word is 20¢ per word. The three-month discount does not apply to classified ads.
- Please submit all ads, news, letters, announcements, etc. by the 15th of each previous month for inclusion in the next *issue's* newsletter. Note issue schedule above. For example, a June ad item must be received by May 15 to be in the June issue.

## MAIL or E-MAIL your submissions as follows:

- Make any checks payable to "SMHEA" (Smoky Mountain Home Education Association). Online payment can be made at <http://www.smhea.org/newsletter.html>.
- *Payment MUST accompany or precede your ad unless arrangements are made. SMHEA does not bill.*
- Camera-ready copy or copy with detailed graphics must be sent **as email attachments** (PDF, or JPEG files) or by U.S. mail if electronic option is not available. They should be clearly marked as "Smoke Signals Ad" in the subject line.
- If we are designing the ad, we need all details via e-mail, and charge up \$20 to \$70 for design work by our art intern.
- We take nothing by phone. Hard copy or e-mail is required.
- Send ads/submissions in one of two ways:

**E-MAIL:** [Editor@csthea.org](mailto:Editor@csthea.org) and copied to [smheapres@gmail.com](mailto:smheapres@gmail.com)

**MAIL:** Cory Bennett, *Smoke Signals*, c/o 925 View Harbour Road, Knoxville, TN 37934

## SO WE CAN CONTACT YOU...

- Please be sure we have a contact name, address, phone (and fax and e-mail if you have it). We need a contact name and address to send you an advertiser's copy of the newsletter.

**Full Page**  
**7.0" x 9.0"**  
**\$175**  
**\$119**

**(less 20% for 3+ issues purchased at the same time)**

**1/2 Page  
(Horizontal)  
4.25" x 7.0"  
\$125  
\$79**

**(less 20% for 3+ issues purchased at the same time)**

**1/2 Page  
(Vertical)  
3.25" x 9.0"  
\$125  
\$79**

**(less 20% for 3+ issues  
purchased at the same time)**

**1/4 Page  
(Vertical)  
3.25" x 4.5"  
\$75  
\$59**

**(less 20% for 3+ issues  
purchased at the same time)**

**1/4 Page  
(Horizontal)  
2.25" x 7.0"  
\$75  
\$59**

**(less 20% for 3+ issues purchased at the same time)**

**1/6 Page  
2.25" x 4.5"**

**\$50**

**\$39**

**(This format  
only, on a 3-  
column page)**

**(less 20% for 3+  
issues purchased at  
the same time)**

**Business Card Size  
(Horizontal)**

**3.5" x 2.0"**

**\$30**

**\$19**

**(less 20% for 3+ issues purchased  
at the same time)**

**Business Card  
Size (Vertical)**

**2.0" x 3.5"**

**\$30**

**\$19**

**(less 20% for 3+  
issues purchased  
at the same time)**