

Thanks for advertising in *Smoke Signals* homeschool newsletter

- Please NOTE: *Smoke Signals* is published **4 times a year** on the following schedule: September, November/December, February, and June. Our circulation is 2,500 families for September and June, and 800 families for November, and February editions. *Smoke Signals* is also posted on the smhea.org website. Most of our families reside in Knox and adjoining counties.

- ***Smoke Signals* Curriculum Fair Ad Rates**

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 \$32

- We offer a **20% discount** on above rates if you purchase 3 months 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).
- *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 and copied to 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"
\$119**

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

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

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

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

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

**1/4 Page
(Vertical)
3.25" x 4.5"
\$56**

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

**1/4 Page
(Horizontal)
2.25" x 7.0"
\$56**

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

**1/6 Page
2.25" x 4.5"
\$44**

**(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"

\$32

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

**Business Card
Size**

(Vertical)

2.0" x 3.5"

\$32

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