

LEARNING THINGS
THE EDUCATION STORE

Homeschool Media Kit

F A C T S
R A T E S
S P E C S



Homeschool Catalog

FACTS



Learning Things Homeschool Catalog delivers the right target with the right timing at the right price. It's the right ad vehicle!

The Right Target:

- Reaches over ONE MILLION homeschoolers!
- Total circulation of 255,000 with 100% going directly to homeschool families (average of 4+ members per family).
- Circulation is 10 times bigger than the next biggest homeschool magazine.
- 63% have purchased homeschool materials online from Learning Things. The remaining 37% either subscribe to homeschool magazines or have purchased or inquired about homeschool materials from other sources.
- At least 80% are committed Christians interested in purchasing Christian materials for their families.
- Over 90% are female. The moms typically stay home to teach the kids. The moms are the key decision makers in finding and purchasing Christian educational materials for their kids.
- These buyers are strongly committed to providing for their families. The average homeschool family spends over \$450 per year to meet the educational needs of their family. Items purchased include books, curriculum, software, supplies, travel for field trips and other educational materials such as science kits, games and activities.

The Right Timing:

- Homeschool families receive our catalog right at the start of their peak buying season, which is July to September.
- Homeschool moms read our catalog when they are ready to make purchase decisions so your ad reaches them when they are ready to buy.

FACTS

The Right Price:

- Reach the homeschool market efficiently. Our cost for a full color, full page ad is just \$35 CPM, 67% less than average price for each of the top 5 homeschool magazines. See pages 4-5 for complete pricing details.
- Get more bang for your buck compared to homeschool card decks. Our catalog costs about 75% less per square inch and provides greater sales impact due to higher quality printing and a longer ad life.
- Ad prices start as low as \$2 CPM, which is \$442 for 1 column inch classified ad in the Market Place ad section (2.5" x 1").
- Get a 10% discount from the normal rates by purchasing an equal size ad in any of our other catalogs. This is what we call Combo Pricing. For details regarding our other catalogs, visit www.learningthings.com/ads.asp

The Right Ad Vehicle:

- Our catalog achieves very high interest with homeschool moms because it gives them vital information regarding thousands of items they must have to operate their homeschool, school books and teaching aids.
- We penetrate the market because our catalog comes from a vendor the homeschool parents already know and trust. Hundreds of thousands of homeschool families have already purchased from Learning Things.
- Your ad gets delivered in a high quality environment because we print with full color on gloss paper and we restrict advertiser space so it never exceeds 25% of total content. This helps the catalog avoid getting too cluttered.
- Homeschool moms are likely to keep our catalog throughout the year because it is loaded with vital product and pricing information they need to make purchasing decisions for school books and teaching aids.

RATES

Full Color, 4 color process

Ad Size	Price	CPM	Combo Price
Full Page	\$8,977	\$35	\$8,079
Back Cover 2/3 Page	\$8,977	\$35	\$8,079
Inside Front Cover	\$11,221	\$44	\$10,099
Inside Back Cover	\$10,772	\$42	\$9,695
2 Page Spread	\$15,261	\$60	\$13,734
2/3 Page	\$6,683	\$26	\$6,014
½ Page	\$5,280	\$21	\$4,752
1/3 Page	\$3,815	\$15	\$3,434
1/4 Page	\$2,992	\$12	\$2,693
1/6 Page	\$2,035	\$8	\$1,831

Black & White (5% discount)

Ad Size	Price	CPM	Combo Price
Full Page	\$8,528	\$33	\$7,675
2 Page Spread	\$14,498	\$57	\$13,048
2/3 Page	\$6,349	\$25	\$5,714
½ Page	\$5,016	\$20	\$4,515
1/3 Page	\$3,624	\$14	\$3,262
1/4 Page	\$2,843	\$11	\$2,558
1/6 Page	\$1,933	\$8	\$1,740
Market Place Listings	\$442	\$2	\$398

RATES

Pricing Information:

- All prices are gross, fifteen percent (15%) agency discount applies.
- With Combo Pricing, you get a 10% discount from the normal rates with purchase of an equal size ad in any of our other school catalogs.
- Market Place Classified Ads are only available in black and white. Prices for these ads are per column inch. There is no limit to the number of words.
- No extra cost for full bleed ads.
- Extra production costs will be charged to advertisers who submit ads that do not meet the required mechanical specifications.
- Prices are subject to change at any time. Prices are guaranteed only after we have received full payment.

Payment Terms:

- For first time advertisers, full payment is due by the reservation deadline.
- Previous advertisers receive 30 day terms from the reservation deadline.
- No cancellations or changes will be accepted after the reservation deadline.
- We accept only check payments and wire transfers. No credit card payments.

2008 & 2009 Publication Schedule:

Next Steps	2008 Issue	2009 Issue
Reservations Due	May 12, 2008	April 20, 2009
Art Files Due	May 19, 2008	April 27, 2009
Mailing Date	June 16, 2008	May 25, 2009
Catalogs Delivered	June 23, 2008	June 1, 2009

SPECS

Art File Mechanical Requirements:

- Learning Things Catalog prints at 110 line screen on a heat set web press.
- 85 line screen is recommended for ads with dark shadows or midtones.
- All ads must be supplied in electronic format.
- The only file type we accept is press-optimized PDF format with all fonts and images embedded. We do not accept Microsoft Word documents.
All PDF files should be created using the PDF/X standard.
- All ad files must be formatted for Windows operating systems.
- Ads must be actual size, based on the ad size dimensions shown on page 7.
- Minimum resolution is 300 dpi for CMYK and Grayscale.
- Minimum 1016 dpi for bitmap images.
- Spot color must be converted to CMYK image mode.
- Binding method is saddle stitch.
- Trim size is 8.375" x 10.75"
- Recommended live area is 7.375" x 9.75"
- Ads with full bleed must add 0.25 inch on all sides
- All materials supplied should be prepared to allow for a 25-30% dot gain on press.
- All files must be mailed along with a proof to the address below.
- Black & white laser proofs are acceptable and can be faxed to 678-679-1132.
- Emailed files are not accepted due to large file sizes and risks of file and font corruption.
- Ads failing to meet these specs will be charged additional design fees or sent back for changes.
- For technical assistance, send email to Ashley@learningthings.com

SPECS

Ad Size Dimensions:

Ad Size	Ad Sizes: Width x Length
Full Page	8.375" x 10.75"
2 Page Spread	16.75" x 7.17"
2/3 Page	8.375" x 7.17"
½ Page	8.375" x 5.375"
1/3 Page	8.375" x 3.583"
1/4 Page	8.375" x 2.6875"
1/6 Page	4.187" x 3.583"
MarketPlace Listings	2.5" x 1.0"

Address for Art Files and Payment:

ATTN: Catalog Advertising
Learning Things, LLC
1550 Oak Industrial Lane, Suite F
Cumming, GA 30041

Contact Us:

- Contact us by phone at 800-401-9931 then select option 1.
- For ad sales or payment questions, contact Mary@learningthings.com
- For technical assistance, contact Ashley@learningthings.com
- Send faxes to us at 678-679-1132
- See more catalog advertising opportunities by visiting our website at www.learningthings.com/ads.asp