

**Need more traffic?  
Get some from the world's most  
popular homeschool site\***

**HOMESCHOOL WORLD<sup>®</sup> at  
www.home-school.com**

The screenshot shows the homepage of Homeschool World. At the top, the logo reads "Homeschool World" with the tagline "The Official Web Site of Practical Homeschooling Magazine" and the URL "home-school.com". A yellow banner on the right says "Take YOUR Homeschool to the NEXT Level". A navigation menu includes "Mail", "Catalog", "Articles", "Contests", "Events", "Groups", "Forum", and "Contact". The main content area is titled "News" and features several articles and links, such as "What's in our latest issue?", "Request a Free Issue!", "14 New Articles Added!", "Forum over 1600 members!", "NEW! Free 2007 Bible Reading Plan from Practical Homeschooling!", "Colleges Court Homeschoolers!", and "How to Get Started in Homeschooling". On the right side, there is a "Who Are We?" section and a "Free Email Newsletter" sign-up form with fields for "My Email", "First Name", and "Last Name".

- ▶▶ **#1** under "homeschooling" on Yahoo
- ▶▶ Over **2 million** visitors each year
- ▶▶ Over **8.5 million** page loads each year
- ▶▶ Over **23 million** hits each year

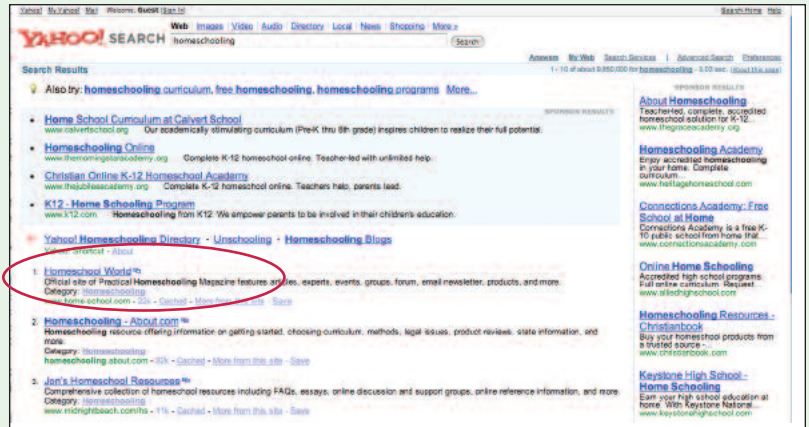
\*Compared to general-purpose homeschool sites, using popularity tools such as those cited in this report

# Homeschool World Is the Place to Be. Check Our Popularity for Yourself...

Other sites may tell you they reach lots of homeschoolers. But can they prove it?

Go to <http://www.yahoo.com> and type in the word "homeschooling." You'll bring up a screen like this one.

Notice that our site, Homeschool World, is the most popular in this category.



Want more?

There are several other ways to check site popularity.

My favorite is MarketLeap's Link Popularity Check.

On August 14, 2006, I selected our site ([home-school.com](http://home-school.com)) and three of our competitors: [theoldschoolhouse.com](http://theoldschoolhouse.com), [homeschoolingtoday.com](http://homeschoolingtoday.com), and [homeschoolingparent.com](http://homeschoolingparent.com).

Note that we are almost 80% as popular as Coke.com (Coca Cola's website), with all search engines listed combined.

Google is by far the most important search engine, with 75% of all searches run through Google. We actually OUTRANK Coke.com on Google, with a popularity rating of 408 compared to Coke's 310.

As you can see, we also outweigh these homeschool competitors more than TWENTY TO ONE in link popularity.

So if you want to reach homeschoolers . . . you've come to the right place!

URL List	Total	Google/AOL	HotBot	MSN	Yahoo!/FAST/AltaVista
www.Travelleap.com	8	1	0	5	2
www.theoldschoolhouse.com ★	377	10	0	274	93
www.pocompalace.com	647	0	0	380	267
www.homeschoolingtoday.com ★	1,246	157	0	768	321
www.spinnersailing.com	1,522	15	15	1,227	265
www.homeschoolingparent.com ★	1,591	27	0	744	820
www.ggfriels.com	3,414	0	0	2,264	1,150
www.KillerSound.com	4,262	51	51	3,677	483
www.spaceday.com	10,393	238	238	7,667	2,250
www.chefsacatalog.com	13,030	153	153	10,084	2,640
www.origins.com	20,156	262	262	17,302	2,330
www.thefitmore.com	21,673	338	338	12,627	8,170
www.home-school.com ★	27,994	408	0	13,386	14,200
www.Coke.com	35,153	310	310	20,733	13,800
www.lancome.com	53,483	500	500	38,883	13,600
www.Women.com	56,984	9,950	9,950	19,384	17,700

# IF YOU WANT EVEN MORE TRAFFIC... Try Our Banners & Buttons!

Try one of our banners or buttons! They're available on a selection of our most-visited pages.

**What Is a Banner?** A banner is a large 240 x 60 pixels in size, and placed in the upper right blue area of our page. It can be animated, meaning it changes messages every so often. We can "animate" it for you: just send us the individual graphics (frames) and we can do it for you at no extra charge.

**What Is a Button?** We have recently upgraded ALL our buttons to be the same size as Home Page buttons: 139 pixels wide by 69 pixels high. And, buttons can now be animated! Buttons will be placed in the left- or right-hand margin, depending on the page.

To see a Home Page button, look on the left-hand side of this page:

- <http://www.home-school.com>

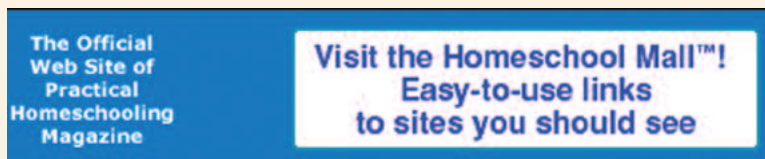
**Only One Banner Per Page.** The big advantage of a banner is there is only one per page. It's like owning the corner lot downtown - once you have that space, no competitor can have it. It's bigger than a button as well. A button is smaller and costs less, but there can be multiple buttons per page.

**No Hidden Charges.** We charge a flat rate for each banner or button placement, based on how much traffic the particular page gets, so you'll always know in advance exactly how much you'll be spending. Also, since we don't rotate buttons or banners from different suppliers in the same spot, as many sites do that offer "pay per view" pricing, people are far more likely to view your banner.

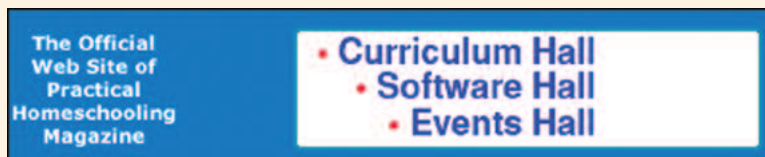
**Your Banner or Button Loads Faster On Our Site.** Our pages are hand-coded for speed and include no off-site files, so your banner appears much sooner than it would on most other sites. Bottom line: our pages load faster, meaning more visitors and happier visitors!

**Your Cancellation Privileges.** Cancel anytime, and get a pro-rated refund, less the \$50 setup fee. This means that if you sign up for a year, but cancel after 3 months, you'll get back  $\frac{3}{4}$  of your ad payment, minus \$50. You are never "locked in."

**P.S. You get a FREE nonreciprocal link** with every button or banner purchase! To take advantage of this deal, simply fill out the Link form as well and write "Free with button (or banner)" in the payment area. Then fax both forms to us at the same time. That will do it! But don't delay: it's first come, first served, so if you want a particular banner or button position, it may not be there later. Sign up today!



Not to scale. Banner is area inside white box. This example of an animated banner switches actively from the text above, to the text below, plus two additional more rollover boxes!



Not to scale.

# HOMESCHOOL WORLD<sup>®</sup> BUTTON INSERTION FORM

5Last updated 5/18/07.  
Supersedes all  
previous forms.

Only a few  
buttons can  
appear on a  
page —  
**make one of  
them yours!**

Your **LOGO**, **NAME**, or  
**OFFER** can be your  
button!

Button must be ,  
139 pixels wide  
x 69 pixels high.  
Maximum file  
size: 15K.  
Multiple frames  
allowed! Send as  
animated .gif, or  
let us "stitch"  
together your  
graphics into an  
animated button!

**IT'S AS EASY AS 1-2-3!**

1. Send us a check or your credit card information
2. Fill out and mail or fax the form below
3. Email your button to bill@home-school.com.

**Bring the world of homeschoolers to your door. Fill out this form and fax it in today!**

**YES!** Sign me up for a button from Homeschool World (www.home-school.com)!

Name \_\_\_\_\_ Title \_\_\_\_\_

Product Advertised \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

The web site address to which we will link your button: \_\_\_\_\_

Page	Year	Six Months	Three Months	One Month
<b>NEW!</b> Home Page Skyscraper 120 wide x 240 high	<input type="checkbox"/> \$14,000	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$2,000
Home Page <b>ONLY A FEW AVAILABLE</b>	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$1,000
Events Page <b>ONLY 4 AVAILABLE</b>	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$750
Contests Page <b>ONLY 4 AVAILABLE</b>	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$900	<input type="checkbox"/> \$450
Mall Main Page <b>3 Already SOLD!</b>	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$850	n/a
Articles Main Page <b>ONLY 4 AVAIL.</b>	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$850	n/a
Groups Main Page <b>ONLY 4 AVAIL.</b>	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$750	n/a
Category Page (specify category)	<input type="checkbox"/> \$700	<input type="checkbox"/> \$375	n/a	n/a

MC/VISA/AmX/Discover # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

I have read and agree to Homeschool World's terms and conditions.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_

**Return with payment to:**

**Home Life, Inc., 1731 Smizer Mill Rd., Fenton MO 63026-2635. Fax: (636) 225-0743**

*Subsequent payments will be billed or charged at current rates as the old payment expires.*

# HOMESCHOOL WORLD<sup>®</sup> BANNER INSERTION FORM

Last updated 8/14/06.  
Supersedes all  
previous forms.

**Only one  
banner can  
appear at the  
top of a  
page—  
make it yours!**



**240 pixels  
wide  
x  
60 pixels  
high**

**IT'S AS EASY AS 1-2-3!**

1. Send us a check or your credit card information
2. Fill out and mail or fax the form below
3. Email your banner to bill@home-school.com.

**Bring the world of homeschoolers to your door. Fill out this form and fax it in today!**

**YES!** Sign me up for a banner from Homeschool World (www.home-school.com)!

Name \_\_\_\_\_ Title \_\_\_\_\_

Product Advertised \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

The web site address to which we will link your banner: \_\_\_\_\_

Page	Year	6 Months	3 Months	1 Month
USA State/Territory Pages-all	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$1,750
Home Page <b>SOLD!</b>	<input type="checkbox"/> \$14,000	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$1,500
Events Page <b>SOLD through 8/ 1</b>	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$800
Contests Main Page	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,000	n/a
Mall Main Page <b>SOLD!</b>	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$850	n/a
Articles Main Page	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$750	n/a
Groups Main Page <b>SOLD!</b>	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$800	n/a
Category Page (specify below)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400	n/a	n/a

I'm requesting this Category \_\_\_\_\_

MC/VISA/AmX/Discover # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

I have read and agree to Homeschool World's terms and conditions.

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_

**Return with payment to:**

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# HOMESCHOOL WORLD® TERMS & CONDITIONS

Last updated 08/14/06.  
Supersedes all  
previous forms.

- Ad prices are locked in for the term of this contract. Otherwise, prices and conditions are subject to change without notice.
- We reserve the right to refuse or cancel any ad at any time. Ads that we cancel will receive pro-rated refunds less \$50 setup fee.
- The advertiser and the agency (if any) agree to assume all legal liability, losses, and legal fees related to their links placed on our web site. These include but are not limited to claims and suits for plagiarism, libel, copyright infringement, trademark violations, harm to minors, or invasion of privacy. They indemnify and hold harmless this company and its owners and workers from any such charges or suits.
- We reserve the right to select the most appropriate category for your link, although we welcome suggestions as to your desired category. Upon acceptance, banners & buttons will be placed on the page you selected.
- If you pay for a reciprocal link, and then fail to put up a link from your home page or links page to our site within a two-week period as agreed, you agree to pay us for the difference between the reciprocal and nonreciprocal link price for the service period. If you paid by credit card, you agree we are authorized to charge your card the difference in that event.
- We will not be responsible for events beyond our control which cause our site to go down in full or in part. We also will not be liable for any losses due to the site being inaccessible.
- If we make a typo in your link description or URL, our liability is limited to fixing it. Although we double-check all our work, it is your responsibility to visit our site and check that your link is functioning correctly.
- If you change your URL, or remove your site from the web, it is your responsibility to tell us right away. We are not responsible to refund any amounts for a link to a nonviable URL unless we are notified and a refund is requested in writing. There will be no retroactive refunds, regardless of how long a link has been inactive; refunds are calculated based on the date we are notified of the cancellation.
- If you paid by credit card, you hereby authorize Home Life, Inc., to charge your credit card for each web link, banner, or button you have signed up for when each term of service expires, unless you have previously canceled that link, banner, or button.
- You may cancel your ad any time and receive a pro-rated refund of the amount already paid, less the nonrefundable \$50 set-up fee.
- Cancellations must be sent by fax or mail on your letterhead, with an authorized signature.
- No conditions other than those set forth in this rate sheet shall be binding on us unless specifically agreed to in writing by Bill or Mary Pride.