

# Build Homeschool Traffic with a Link from **HOMESCHOOL WORLD®**

- ▶▶ You have a web site
- ▶▶ You want people to visit it
- ▶▶ Getting listed in search engines is okay, but you need to do more

Add some traffic from the world's most popular homeschool site\*,

## **www.home-school.com**

### **IT'S SO EASY!**

Your most inexpensive option is our **Reciprocal Link**. In exchange for you adding a link to us from your home page or links page—perhaps under the heading “Other sites of interest”—you can save \$100 or more off the cost of your link. We will check to see if the reciprocal link is up after we have received payment and put up your link. For exactly how to do this, see the Links Insertion form.

If you want the traffic to be one-way, people coming from our site to yours but not leaving your site once they get there, you can pay a little extra for our **Non-Reciprocal Link**. With this option, you don't have to do any extra HTML programming on your site. Just fill out the form and send us payment.

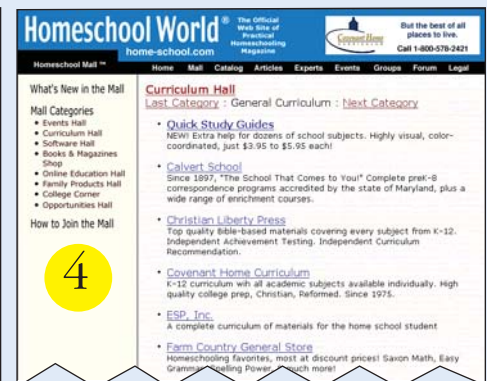
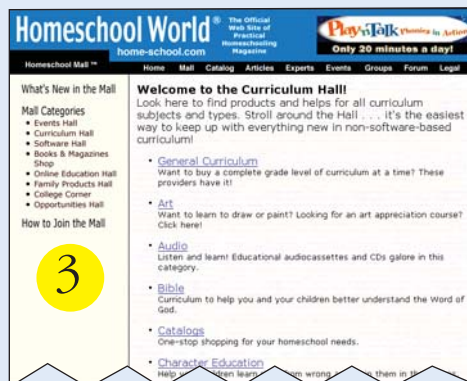
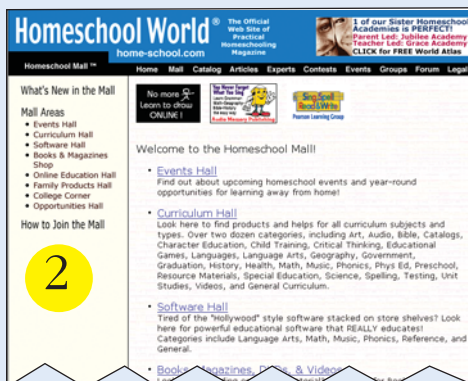
Your Reciprocal or Non-Reciprocal link will be placed on the relevant page of our Mall area, as follows:

- 1. A visitor clicks on the word “Mall”** on our homepage. This takes them to the main page of our Mall.
- 2. On that page, they select one of the Mall Areas (Halls).** (These also are listed at the top left of each Mall page.)
- 3. That brings up a list of categories**, e.g., General Curriculum, Art, Bible... Visitors can easily browse through all these categories by clicking “Previous” or “Next” at the top of each page.
- 4. Your link will be placed in the relevant Category page** inside the relevant Hall. Your link will have your site title as a “hot link” that links directly to your site, plus 15 words of “teaser” ad copy provided by you. This copy is best used not to describe your site in depth, but rather to intrigue the visitor and make him or her curious enough to visit your site.



That's all there is to it!

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

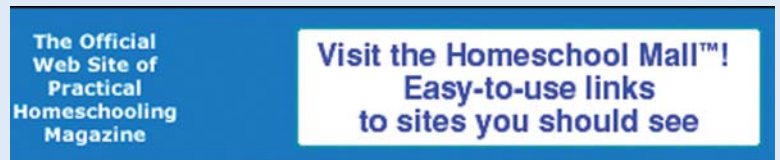


# IF YOU WANT EVEN MORE TRAFFIC...

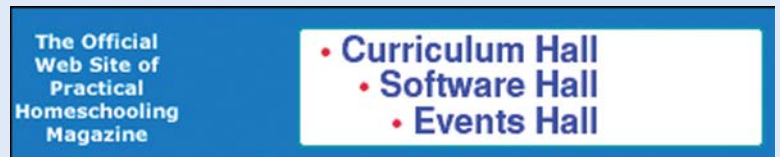
Try one of our banners or buttons! They're available on a selection of our most-visited pages.

**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. To see an example of an animated banner, demonstrating how it shows up against a section of our page header, visit one of these URLs:

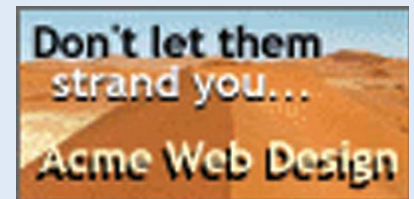
- <http://www.home-school.com>
- <http://www.home-school.com/mall/curriculum/>
- <http://www.home-school.com/groups/AL.html>



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!



**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.



Not to scale.

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."

Thank you for your interest, and we look forward to seeing you on our site!

Yours truly, *Mary Pride*, Publisher

# Check Our Popularity for Yourself...

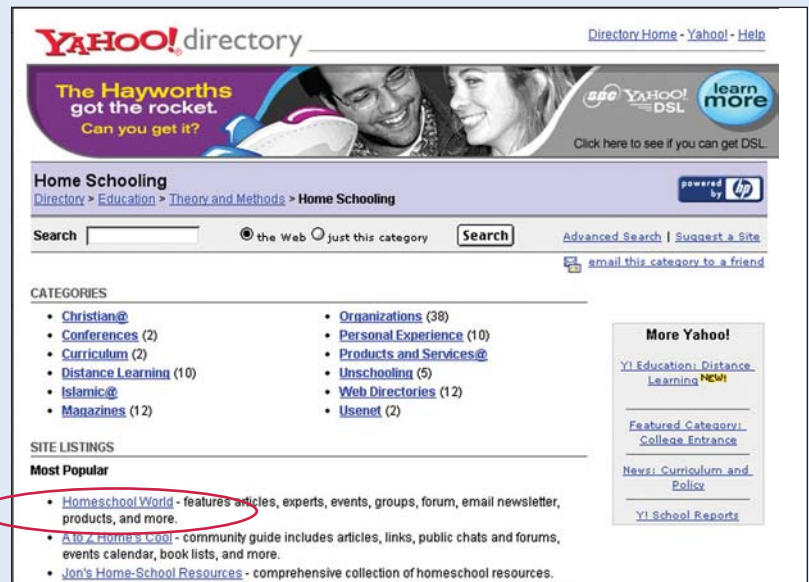
Other sites may tell you they reach lots of homeschoolers. But can they prove it?

Go to <http://www.yahoo.com>, then follow this sequence: **Education** . . . **K-12** . . . **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?

If you'd like to check your web popularity v. other sites, or for that matter the popularity of any site where you're considering advertising, here is a link you can use. Check us out for yourself!



Go to <http://marketleap.com/publinkpop/default.htm> (You might want to enter this URL into your browser. It's a really cool tool!)

It will bring up a screen into which you can enter your URL (or any other site address you choose) and up to three more.

On 9/10/04, I selected our site ([home-school.com](http://home-school.com)) and three of our foremost competitors: [homeschool.com](http://homeschool.com), [homeschool.crosswalk.com](http://homeschool.crosswalk.com), and [theoldschoolhouse.com](http://theoldschoolhouse.com).

Note that we are the site with the hyphen in its name, about 1/2 as popular as Coke.com, and 1/3 as popular as Macys.com.

As you can see, we far outweigh even our nearest homeschool competitor in link popularity.

LINK POPULARITY CHECK SEARCH ENGINE SATURATION KEYWORD VERIFICATION

INDUSTRY BENCHMARK REPORT TREND/HISTORY REPORT **NEW!**

☐ Limited Presence - 0 to 1,000 references ☐ Average Presence - 1,001 to 5,000 ☐ Above Avg. Presence - 5,001 to 20,000

☐ Contender - 20,001 to 100,000 ☐ Player - 100,001 to 500,000 ☐ 900 lb Gorilla - 500,001 and up

Current Benchmark: General Category

General Category

**GENERATE NEW REPORT** **NEW!** Click here for your trend/history report.

URL List	Total	AlltheWeb	AltaVista	Google/AOL	HotBot	MSN
www.TravelUp.com	13	3	6	0	2	2
www.theoldschoolhouse.com ★	164	32	34	8	45	44
www.popcompulse.com	266	45	113	8	19	21
www.spinnersailing.com	215	48	62	21	44	40
www.KillerSound.com	1,354	265	487	58	280	264
www.homeschool.crosswalk.com ★	3,273	818	824	65	722	757
www.ggfilds.com	3,285	704	1,200	150	629	602
www.origins.com	4,628	867	1,700	278	896	887
www.thefirstcatalog.com	5,514	698	812	79	1,981	1,944
www.homeschool.com ★	7,438	2,648	2,658	532	1,424	1,385
www.thefilmfare.com	7,558	1,914	2,560	297	1,400	1,387
www.spaceday.com	9,422	2,266	2,980	0	2,115	2,061
www.lancome.com	15,611	1,404	8,740	196	2,642	2,629
www.home-school.com ★	17,912	4,298	5,818	424	3,765	3,632
www.Coke.com	38,821	7,332	21,000	874	4,386	4,429
www.Macys.com	54,853	10,871	27,400	691	9,108	8,181

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

# HOMESCHOOL WORLD® LINK INSERTION FORM

Last updated 5/15/03  
Supersedes all  
previous forms.

All links are placed in our Homeschool Mall™ area, or (by special arrangement) on our State pages. For example, if you have a store for local homeschoolers in Florida, you might wish to advertise on our Florida page.

If you want us to link to you, but DO NOT wish to link back to us, that is a **Nonreciprocal Link**. If you are willing to link back to us, that is a **Reciprocal Link**.

To create an acceptable reciprocal link to Homeschool World, place the following HTML text (or similar) on your home page or links page (not buried deep within your site). Feel free to change the descriptive wording slightly as necessary to suit your site's tone:

## Other Sites of Interest<br>

<a href="http://www.home-school.com">Homeschool World</a>

Lots of good articles about homeschooling, plus access to the latest products, groups, and events, a forum / experts area, and much, much more!

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

**YES!** Sign me up for a link from Homeschool World!

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

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

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

Address \_\_\_\_\_

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

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

Category Desired: #1 Preference \_\_\_\_\_ #2 Preference \_\_\_\_\_

Your URL (web site address): \_\_\_\_\_

15 words or less describing your site: \_\_\_\_\_

I want a Reciprocal Link for	I want a Non-Reciprocal Link for
<input type="checkbox"/> 3 months, \$99	<input type="checkbox"/> 3 months, \$199
<input type="checkbox"/> 6 months, \$199	<input type="checkbox"/> 6 months, \$299
<input type="checkbox"/> 1 year, \$299	<input type="checkbox"/> 1 year, \$499
<input type="checkbox"/> 2 years, \$499	<input type="checkbox"/> 2 years, \$799

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.  
Cancel anytime and receive a pro-rated refund, less \$50 set-up fee*



# HOMESCHOOL WORLD® BUTTON INSERTION FORM

5Last updated 6/9/04.  
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
Home Page <b>Ask about monthly payment plan</b>	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$2,750
Events Page <b>ONLY 2 AVAILABLE</b>	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500
Contests Page <b>ONLY 2 AVAILABLE</b>	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$900
Mall Main Page <b>ONLY 4 AVAILABLE</b>	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$850
Articles Main Page <b>ONLY 4 AVAILABLE</b>	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$850
Groups Main Page <b>ONLY 2 AVAILABLE</b>	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$750
Curriculum Hall Page <b>ONLY 4 AVAILABLE</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$850	<input type="checkbox"/> \$500
Other Hall Page (specify) <b>ONLY 4 AVAILABLE</b>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$650	<input type="checkbox"/> \$400
Experts Main Page <b>ONLY 4 AVAILABLE</b>	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250
Forum Main Page <b>ONLY 4 AVAILABLE</b>	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250
Category Page (specify category)	<input type="checkbox"/> \$700	<input type="checkbox"/> \$375	n/a

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

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

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

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

Last updated 6/9/04.  
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	Page	Year	6 Months
Home Page <b>SOLD!</b>	<input type="checkbox"/> \$14,000	<input type="checkbox"/> \$7,500	Curriculum Hall Page	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,500
Events Page	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$3,000	Other Hall Page (specify)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$850
Contests Main Page	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$2,500	Experts Main Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$600
Mall Main Page <b>SOLD!</b>	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,000	Forum Page (specify)	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$600
Articles Main Page	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,000	State Page (specify)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400
Groups Main Page	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,750	Category (Specify category)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400

I want this Hall Main Page: ☐ Software Hall ☐ Books & Magazines Shop ☐ Online Education Hall  
☐ Family Products Hall ☐ College Corner ☐ Opportunities Hall

I want this Forum Page: ☐ Forum Main Page ☐ Getting Started ☐ Curriculum Trades ☐ Special Needs  
☐ Homeschooling Overseas ☐ Military Homeschools ☐ Transcript/College Prep  
☐ Standardized Testing ☐ Online Education ☐ Gifted Homeschooling

I want this Category \_\_\_\_\_

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

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

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

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# HOMESCHOOL WORLD® TERMS & CONDITIONS

Last updated 09/25/02  
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 Homeschool Mall area 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.