



2024 Convention



Advertisement Specifications & Pricing

- All ads are subject to availability and space
- All ads must be submitted in full CMYK color
- Resolution MUST be set at 300 dpi
- Acceptable file formats are: PDF, JPG and TIFF
- Ad file submission deadline is March 4, 2024

MassHOPE reserves the right to accept or reject submitted ads

Premium Advertising & Sponsorship Opportunities

Convention Sponsor \$775*

- Full page color ad in convention program
- Inclusion in sponsor list on program back cover
- Projected sponsor recognition at general sessions

Lanyard & Name Badge Sponsor \$525

- Sponsor to provide customized lanyards
- Sponsor to pay \$500 for printing of name tags
- Includes your logo printed in the corner of all badges

Coffee/Tea Sponsors \$625

- Recognition given during men only or ladies only sessions

Concession Stand Sponsor \$525

- Public acknowledgment for sponsoring food concession

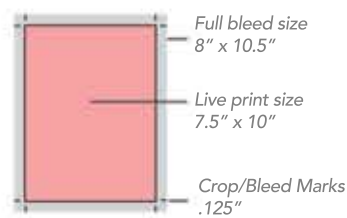
* Maximum of 6 Convention Sponsors

Convention Program Advertising

Full Page \$425

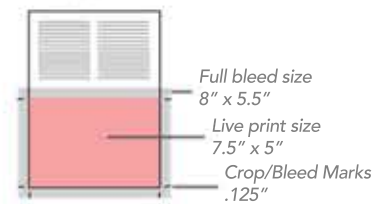
- Full Bleed Size: 8" wide x 10.5" tall
- Inside Live Print Area: 7.5" wide x 10" tall

INSIDE FRONT OR BACK COVER +\$100



Half Page Horizontal \$275

- Full Bleed Size: 8" wide x 5.5" tall
- Inside Live Print Area: 7.5" wide x 5" tall



Quarter Page \$165

- Inside Live Print Area: 3.5" wide x 5" tall



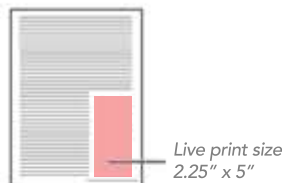
One-Eighth Page \$115

- Inside Live Print Area: 3.5" wide x 2" tall



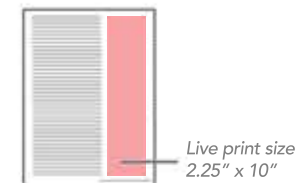
One-Sixth Page \$135

- Inside Live Print Area: 2.25" wide x 5" tall



One-Third Page \$220

- Inside Live Print Area: 2.25" wide x 10" tall

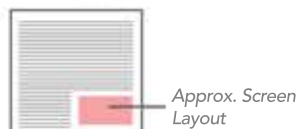


Digital Marketing*

* Subject to availability, review and approval of MassHOPE

Convention Page Banner \$175

- 640 x 480 Banner w/ link



Messenger E-Bulletin \$20

- Bi-Weekly Publication
- Two Consecutive Issues
- 2,100 Circulation (approx)
- No more than two ads will run at one time



Facebook Marketing \$100

- 1200 x 628 Post w/ link



Email Blast \$175

- Focused email to MassHOPE subscribers



For additional information, please contact advertising@masshope.org

To purchase a sponsorship or advertisement, please complete and submit the form on the next page.

2024 MassHOPE Convention Advertising Form

Option 1: SPONSORSHIPS

This is our fifth year offering sponsorships of our convention. We hope you will jump on board and help state organizations as they serve homeschoolers year-round. All sponsors will be thanked in print in the program, through signage, or both.

- Convention Sponsor** - \$775.00 – This will include a full-page color ad in convention program, as well as inclusion in sponsor list on program back cover, AND projection of convention sponsors on screen at general sessions.
- Lanyard/Name Badge Sponsor** – Your company/organization provides the customized lanyards for our attendees and \$525.00 for name badge printing. We will include your logo in the corner of the name badges. Each attendee will be wearing one of your lanyards holding a name badge with your logo!
- Men's Coffee or Ladies' Tea Sponsor** - \$625.00 – Recognition given during men only or ladies only session
- Concession Stand Sponsor** - \$525.00 – MassHOPE will publicly thank you for sponsoring our food concession.

If your company has done some type of sponsorship in the past at a different event, and you would like to make a proposal of something not listed, this would certainly be welcomed. Please submit any proposals or questions to advertising@masshope.org.

Option 2: SILENT AUCTION

MassHOPE will be conducting another fun silent auction in 2024! If you would like to participate by donating a product or service AND would like to be included in the listing in the convention program, please contact Susan Jacobsen at silentauction@masshope.org by March 4, 2024. Then you may either mail your donation to MassHOPE (see address below) or bring it with you to the convention.

Option 3: CONVENTION PROGRAM

All program advertisements are subject to availability of space. MassHOPE reserves the right to accept/reject ads without comment. Decisions are not necessarily made on a first come, first served basis, and all applicants will be notified by March 4, 2024.

All ad forms and payments must be postmarked by March 4, 2024. All ad files are to be submitted by March 4, 2024.

FULL COLOR AD:

_____ 1/4 page ad \$165 _____ 1/2 page ad \$275 _____ full page ad \$425
_____ 1/8 page ad \$115 _____ 1/6 page ad \$135 _____ 1/3 page ad \$220
_____ INSIDE FRONT or BACK COVER (full page only) \$525

TOTAL: _____

GRAND TOTAL: _____

FOR ALL ADVERTISERS...

Company Name _____ Phone _____

Rep. Name _____ Phone _____

Company Address _____

City, State, Zip + 4 _____

E-mail Address _____

E-mail all files to: advertising@masshope.org

Check should be made payable to MassHOPE and mailed with this completed form to: MassHOPE, 46 South Road, Holden, MA 01520
Questions? Contact Susan - advertising@masshope.org.

MH office use only:

CHECK NUMBER: _____ CHECK AMOUNT: \$ _____ POSTMARK DATE: _____

FORM REC'D: _____ AD REC'D: _____ FILE TYPE: _____ PYMT REC'D DATE: _____