

# CHEO ADVERTISING - 2022

Christian Home Educators  
of Ohio



## Who We Are:

For over 35 years, CHEO has served as the state homeschool organization for Ohio and has remained committed to our mission “to preserve the God-given, constitutional right to home educate, and to support and encourage families in fulfilling this biblical responsibility”.

CHEO offers a variety of programs and events throughout the year that seek to encourage, train and equip families on their homeschool journey. Our legislative liaison, Melanie Elsey, has been on staff for over 25 years and attends monthly meetings in Columbus to stay informed of any changing legislation that could affect home educators. CHEO also offers a year-round office staff who remains available to help with any issues you may encounter during your school year.

### Our Mission Statement:

*“CHEO acknowledges that the Lord Jesus Christ must be central and supreme in the rearing of our children, and that biblical education is an inseparable part of the Christian faith.*

*CHEO seeks to preserve the God-given, constitutional right to home educate, and to support and encourage families in fulfilling this biblical responsibility.”*

## Disclaimer:

Christian Home Educators of Ohio is happy to accept advertising that is in line with our mission statement and supports the fulfillment of our state-wide ministry to home educators.

Advertising requests may be denied by the Board of Directors of CHEO if it does not fit within the parameters of our stated ministry. Thank you for understanding.

# CHEO Advertising - 2022

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## GENERAL INFORMATION:

- In order to respect the members on our mailing list, CHEO limits the amount of advertising that we send their way.
- For our dedicated e-blasts, we only offer ad space for 1 "blast" per week. We reserve the entire week for your organization and your ads can be scheduled any day (Monday - Saturday) and any time of day that you prefer.
- Ads are generally related to products, services or information related to the home educating community. We reserve one week per month for non-homeschool advertising.
- We provide ad space for only one sponsor per our monthly newsletter.
- We provide 3 ad blocks on the CHEO website. Blocks can not be blinking or flashing, please.
- For event sponsors, large displays will be provided by the sponsor for the duration of the event.
- All graphics must be submitted at least 2 weeks prior to the scheduled advertisement.
- Payment must be received prior to the advertisement being run. Please call our office if you have any issues with payment.  
(740) 522-2460

# Advertising options with CHEO

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## WEBSITE AD BLOCKS

\$250/ 2-week block

Advertisements are located on the front page of our website “below the fold”. Ads may not blink or flash.

**Advertising specs:** 375px wide x 266px tall

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## DEDICATED E-MAIL BLAST

\$350/blast

A dedicated e-mail blast is sent to our newsletter contact list. Current circulation is approximately 4500. Only one blast is offered each week, so there are limited opportunities to reach our membership through this advertising method.

**Advertising specs:** Jpeg graphic - 650px width max, provide link to attach to image, provide subject line and email address for test.

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## PRIMARY EVENT SPONSOR

\$1600/event

This package includes the following:

Dedicated recognition by CHEO, 2 large event signs (provide by sponsor) placed in prominent locations, 2-month website advertising, 2 dedicated e-mail blasts, full page advertisement in event program, 1 newsletter ad block.

## Advertising options - continued

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### SECONDARY EVENT SPONSOR

\$950/event

This package includes the following:

1 month website ad, 1 dedicated e-mail blast  
½ page ad within the event program

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### EVENT BAGS

\$250/event

This package includes:

Brochures/materials placed in bags or promotional packets distributed at the event. Brochures included at the CHEO table during the event.

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Serving Ohio families since 1983!

