

Michelle Moody is the owner of Thehomeschoolscientist.com, where she and her team strive to make teaching science engaging and accessible for all ages and learning styles by providing easy-to-implement teaching resources for parents, students, and teachers.

Our mission is to take the fear out of and put the fun into science for students, parents, and teachers.

The Homeschool Scientist has been a popular resource for over 12 years with hands-on experiments for K-12, teaching resources, and homeschooling tips. Our audience is popular with both homeschool families and classroom teachers.

Michelle holds a master's degree in early childhood development and education, taught in private schools both in the U.S. and on the mission field in Bangladesh, and homeschooled for 22 years. She worked in the biotech industry for 7 years and authored over 40 science kits for the homeschool market. She served for 10 years as the marketing director for a major homeschool curriculum publisher.

She KNOWS the homeschool, education, and curriculum markets!



## ABOUT US



## STATS

### Our website traffic is EXPLODING!

- Monthly pageviews of 71,000+.
- Over the 12-month period ending October 12, 2021, annual page views were 881,000. An increase of 823%!
- Organic traffic is up 105% over the last 12 months.
- The bounce rate is down 6.25%, which means visitors are staying longer to enjoy our content!
- The average time on page is 2:26.



38,880



20,200



26,800



8,230



# LET'S COLLABORATE



## **WEBSITE TOP BANNER ALL PAGES \$1,100 Month/\$11,800 Annually**

Located in top right of every page. Visit our homepage to see the banner placement.

Exclusive site-wide banner, including home page and all post pages, center above-the-fold \$1100 month or \$11,800 annually (10% discount)

### **Exclusive banner at the end of each blog post.**

Appears at the end of each blog post. Monthly: \$500. Annual: \$5700

## **EMAIL OPPORTUNITIES**

Newsletter Advertorial – 300 words and a 600 x 150 banner - \$375. This will be placed inside our monthly newsletter. 12 slots available per year.

Newsletter Banner ad – 600 x 150 - \$225, Pack of 6 \$1,240, Pack of 12 \$2430  
Please note, two slots available per newsletter.

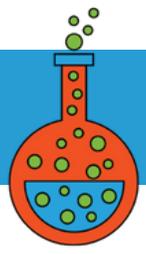
Dedicated emails – 1 per month available for April to August (5 total for the year). 26,500+ subscribers \$700

## **MONTHLY ACTIVITY CALENDAR SPONSORSHIP \$470/month**

This is an exclusive placement that runs one year. This is one of our most popular features. Name, logo, and link to sponsor site appears in the top right of the calendar PDF. Name, logo, and 30-word advertorial appear on the blog post/download page for the calendar for one year. Link to blog post with "Sponsored by" mention in THS e-newsletter. Link to blog post with "Sponsored by" mention on Facebook. Annual discount available.

Contact: [customerservice@thehomeschoolscientist.com](mailto:customerservice@thehomeschoolscientist.com)

# LET'S COLLABORATE



## **ACTIVITY VIDEO SPONSORSHIP**     **\$1950 Per Video Evergreen Placement**

Video is popular, and we are incorporating more of them in our posts. An activity video sponsorship includes:

- A verbal mention of your brand after the first 3 seconds of the video and again at the end. "Thank you to xyz company for sponsoring this activity video." We must comply with social media platforms.
- A sponsorship notation on the activity blog post with a link to your site
- More details available upon request

This is an evergreen placement that will remain on the post for the life of the post. Discount available when 3 or more are ordered.

## **POPULAR PRINTABLE SPONSORSHIP**     **\$650**

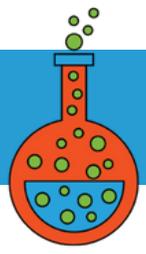
Get your full-page digital ad in front of thousands of parents each year. Place a full-page ad with link to your site in one of our popular printables.

## **PACKAGE 1 - PLATINUM SPONSORSHIP**     **\$29,400**

- Exclusive web banner at top of each page and post-page for one year
- 6 evergreen video sponsorships
- 6 email advertorials
- 1-year exclusive calendar sponsorship (which stays in place for 2 years)
- 12 e-newsletter banners
- Full-page digital ad in popular printable
- Dedicated email

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# LET'S COLLABORATE



## **PACKAGE 2 - GOLD SPONSORSHIP**

**\$8,225**

- 3 evergreen video sponsorships
- 2 email advertorials
- Full-page digital ad in a popular printable
- 3-month exclusive banner placement at end of each blog post
- Dedicated email

## **PACKAGE 3 - SILVER SPONSORSHIP**

**\$2,900**

- 1 evergreen video sponsorship
- Full page ad in a popular printable
- 1-month exclusive banner placement at end of each blog post

## **PACKAGE 3 - BRONZE SPONSORSHIP**

**\$815**

- 2 email banners
- 1 email advertorial