



SERNA
Educational
Services

VENDOR GUIDE



www.sernaeducationalservices.com

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ABOUT US

**1,700+ DEDICATED
EMAIL SUBSCRIBERS!**



Established in 2020, Serna Educational Services set out to provide educational services and resources to homeschooling families throughout Arizona. Brenda Serna has a wide career background, including teaching of all ages and in nonprofit, specifically with educating and connecting families with resources and knowledge, aimed to improve their quality of life. When Brenda began to homeschool her daughter in mid-2019, she recognized there was a gap in services in Arizona for the provision of homeschool support.

After personally experiencing the frustration of hours of unsuccessful Google and Facebook searches for homeschool-related classes, activities, and other resources for her own daughter, Brenda created the Arizona Homeschool E-Newsletter in late 2021 to fill this gap. To provide even more resources for e-newsletter subscribers, the e-newsletter was rebranded in early 2024.

The e-newsletter grew into a comprehensive listing of all things homeschooling for the homeschool community in Arizona. As Brenda met with owners of small homeschool-related businesses across the nation during the rebrand process, she realized that the e-newsletter service she was offering are not being offered anywhere else in the nation, specifically in the way she was offering her “directory” services. We have now set out to expand services across the country.

Serna Educational Services is positioned to become the “one-stop shop” for homeschooling knowledge and resources for the United States. We aim to provide a vetted, comprehensive and searchable directory to connect homeschooling families with homeschool-related businesses, classes and more.





PREMIER ADVERTISING PACKAGES



1

Gold Partner - \$2,000

- Dedicated pop-up banner on Serna Educational Services homepage - 4 weeks
- Dedicated header banner on Serna Educational Services homepage - 8 weeks
- **Premier** ad placement in Serna Educational Services newsletter - 12 weekly distributions of newsletters
- Dedicated blog post on our website - a great opportunity for you to highlight your services/products, upcoming events, and more
- 1 year listing on Serna Partner Directory with link to your website



2

Silver Partner - \$1,000

- Dedicated pop-up banner on Serna Educational Services homepage - 2 weeks
- Dedicated side banner on Serna Educational Services homepage - 8 weeks
- **Highlighted** ad placement in Serna Educational Services newsletter - 12 weekly distributions of newsletters
- Dedicated blog post on our website - a great opportunity for you to highlight your services/products, upcoming events, and more
- 1 year listing on Serna Partner Directory with link to your website



ADVERTISING PACKAGES



Package Details	\$500	\$250	\$100	\$50	\$10
Listed on Serna Partner Directory with link to your website	52-week listing	52-week listing	24-week listing	12-week listing	4-week listing
Ad/Logo listing on Serna Partner Directory with link to your site	52-week listing	24-week listing			
Listed in Serna weekly newsletter	8-week listings	6-week listing	4-week listing	2-week listing	
Dedicated ad in Serna weekly newsletter	8-week listings	6-week listing	1-week listing		
Dedicated ad on Serna Educational Services partner page on website	12-week listing	4-week listing			
Dedicated ad on Serna Educational Services homepage on website	4-week listing				

Additional Services

Graphic Design

- Designing your graphic ad for Serna promotional uses
 - Purchase your designed graphic ad for your business promotional uses - \$50
 - Logo will be requested for ad design
- Update/refresh graphic ads - \$25

\$75 per design

Rush Orders

- Any listings/designs 5 or less days from distribution

\$50 - \$150

READY TO GROW YOUR REACH?

Secure your advertising package and become a vendor by visiting us online at www.sernaeducatoralservices.com/partner. We can't wait to work with you! - *The Serna Educational Services Team*



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*We look forward to
working with you!*



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