

Girl Scouts of Greater LA Advertising Opportunities 2015

Print - Mailer

Greater Magazine

GSGLA's *Greater Magazine* is mailed to all Girl Scout member homes. The publication, similar to a program guide, features council news and highlights all activities and events happening during that period.

Frequency: Three times per year (distributes first week of Oct., Feb., June)

Distribution: Mailed to 35,000 households

Demo: Girl Scout families and volunteers

Description: 8.375"x10.875" magazine; approx. 30 pages

Artwork and space reservation due date:

Sept. 4 (for Oct-Apr issue)

Jan. 9 (for Feb-June issue)

May 8 (for June-Sept issue)



[Click for a sample](#)

Greater Magazine Artwork Sizes

Inside Cover Full Page (color):
8.375x10.875

Full page (B&W): 8.375"x10.875"

1/2 page (B&W): 8.375"x5.4375"

1/4 page (B&W): 4.1875"x5.4375"

1/8 page (B&W): 4.1875"x2.71875"

Sizes are stated width x height

Artwork Specifications

We only accept camera-ready files

- Artwork must be submitted in grayscale (with the exception of full page inside cover ads - those must be submitted in CMYK)
- Bleed size: 0.125" on all sides
- Live area: 0.375" from trim on all sides
- Minimum 300 DPI
- High-res PDF is preferred. We also accept TIFF, JPEG, or EPS.
- All text must be converted to outlines
- Send all artwork info to ads@girlscoutsla.org

Greater Magazine Rates

	3X	2X	1X
Inside Covers Full Page (front or back)	\$1,485	\$1,575	\$1,750
Full page	\$1,275	\$1,350	\$1,500
1/2 page	\$680	\$720	\$800
1/4 page	\$425	\$450	\$500
1/8 page	\$255	\$270	\$300

Bonus

For groups promoting a program or event, an insertion of any size will earn you a free listing on our community events webpage for 3 months.

Rate listed is per insertion. Advertisers will be approved at the discretion of GSGLA staff.

Girl Scouts of Greater LA Advertising Opportunities 2015

Digital - Monthly e-newsletters

Great News! Monthly e-newsletter

The GSGLA Great News! e-newsletter is sent to all registered Girl Scout members and includes updates on new program events and trainings, important deadline reminders, latest council news, and more.

Frequency: 1st Thursday of each month, all year

Demo: Girl Scout families, volunteers, supporters

Distribution: Emailed to 41,000 recipients

Description: Digital e-newsletter

Artwork and space reservation due date: 2nd Thursday of the previous month

[Click for a sample](#)

Great Friends! Monthly e-newsletter

The GSGLA Great Friends! e-newsletter is sent to Girl Scout donors, alumnae, and nontraditional volunteers, and includes updates on the Girl Scout movement in greater LA, alumnae success stories, volunteer opportunities, and ways to support girls to become leaders.

Frequency: 3rd Thursday of each month, all year

Demo: Girl Scout donors, alumnae, nontraditional volunteers

Distribution: Emailed to 29,000 recipients

Description: Digital e-newsletter

Artwork and space reservation due date: 4th Thursday of the previous month

[Click for a sample](#)

Campraderie Courier, monthly seasonal e-newsletter

The Campaderie Couriere-newsletter is sent to all registered Girl Scout members and includes information on summer camp programs and registration, updates and stories from camps, and camp photo albums.

Frequency: 3rd Tuesday of each month, Apr.-Aug.

Demo: Girl Scout families, volunteers, supporters

Distribution: Emailed to 41,000 recipients

Description: Digital e-newsletter

Artwork and space reservation due date: 4th Tuesday of the previous month

[Click for a sample](#)

E-newsletter Artwork Sizes

Size to 759 pixels x 550 pixels

(Artwork will actually display
225 pixels x 163 pixels)

Sizes are stated width x height

Artwork Specifications

We only accept camera-ready files

- Artwork must be submitted in RGB
- Minimum 72 DPI
- JPEG or PNG is preferred
- All text must be converted to outlines
- Send all artwork info to ads@girlscoutsla.org

Monthly E-newsletter Rates

GSGLA allows a maximum of 3 insertions a year per partner.

E-newsletter insertion	2X	1X
	\$1,275	\$1,500

Rate listed is per insertion.

Bonus

For groups promoting a program or event, an insertion of any size will earn you a free listing on our community events webpage for 3 months.

Girl Scouts of Greater LA Advertising Opportunities 2015

Digital - Seasonal weekly e-newsletters

Cookie Gram, weekly seasonal e-newsletter

The Cookie Gram newsletter e-newsletter is sent to all registered Girl Scout members and includes information on the cookie program such as dates, news, and reminders, tips and guidelines, and links to program resources.

Frequency: Every Tuesday, Jan.-Mar.

Demo: Girl Scout families, volunteers, supporters

Distribution: Emailed to 41,000 recipients

Description: Digital e-newsletter

Artwork and space reservation due date: 2 weeks before distribution date

[Click for a sample](#)

Nut-e-Gram, weekly seasonal e-newsletter

The Nut-e-Gram e-newsletter is sent to all registered Girl Scout members and includes information on the fall product program such as dates, news, and reminders, tips and guidelines, and links to program resources.

Frequency: Every Tuesday, Sept.-Nov.

Demo: Girl Scout families, volunteers, supporters

Distribution: Emailed to 41,000 recipients

Description: Digital e-newsletter

Artwork and space reservation due date: 2 weeks before distribution date

[Click for a sample](#)

E-newsletter Artwork Sizes

Size to 759 pixels x 550 pixels

(Artwork will actually display
225 pixels x 163 pixels)

Sizes are stated width x height

Artwork Specifications

We only accept camera-ready files

- Artwork must be submitted in RGB
- Minimum 72 DPI
- JPEG or PNG is preferred
- All text must be converted to outlines
- Send all artwork info to ads@girlscoutsla.org

Seasonal Weekly E-newsletter Rates

Partners will have an ad

included in every issue of that
publication that season.

Flat rate

\$2,500 for one insertion in
every issue that season

Bonus

For groups promoting a
program or event, an
insertion of any size will earn
you a free listing on
our community events
webpage for 3 months.

Rate listed is per insertion. Advertisers will be approved at the discretion of GSGLA staff.

Highlighted Community Partner Opportunities 2015

Print - Event Books

Volunteer Recognition (VR) Ceremony Tribute Book

The GSGLA Volunteer Recognition Ceremony is an annual event that celebrates outstanding Girl Scout volunteers. The tribute book includes honoree highlights, is distributed to event attendees made up of adult members.

Frequency: Once a year in April
Distribution: Given to 1,000 attendees

Demo: Girl Scout volunteers
Description: 8.5"x11" book; approx. 60 pages

Artwork and space reservation due date: Mar. 30

[Click for a sample](#)

Gold Award Ceremony Tribute Book

The GSGLA Gold Award Ceremony is an annual event that celebrates high school Girl Scouts who have earned the highest honor in Girl Scouting, the Gold Award. The tribute book includes each girl's biography and honoree highlights, and is distributed to all event attendees.

Frequency: Once a year in June
Distribution: Given to 1,200 attendees

Demo: Girl Scout families and volunteers
Description: 8.5"x11" book; approx. 120 pages

Artwork and space reservation due date: May 18

[Click for a sample](#)

ToGetHerThere (TGHT) Luncheon Tribute Book

The GSGLA ToGetHerThere Luncheon is an annual fundraising luncheon that invites companies, corporations, community leaders, and other Girl Scout supporters to celebrate the girl leadership movement. The tribute book includes honoree highlights and is distributed to all event attendees.

Frequency: Once a year in November
Distribution: Given to 1,200 attendees

Demo: Business leaders, community leaders, supporters
Description: 8.5"x11" book; approx. 60 pages

Artwork and space reservation due date: Early November (date TBD)

[Click for a sample](#)

Tribute Book Artwork Sizes

Inside Covers Full Page (color): 8.5"x11"

Full page (B&W): 8.5"x11"

1/2 page (B&W): 8"x5.125"

1/4 page (B&W): 3.875"x5.125"

1/8 page (B&W): 3.875"x2.4375"

Sizes are stated width x height

Artwork Specifications

We only accept camera-ready files

- Artwork must be submitted in grayscale (with the exception of full page inside cover ads - those must be submitted in CMYK)
- Please include 0.125" bleed on all sides
- Live area: 0.375" from trim on all sides
- Minimum 300 DPI
- High-res PDF is preferred. We also accept TIFF, JPEG, or EPS.
- All text must be converted to outlines
- Send all artwork info to art@girlscoutsla.org

Tribute Book Rates

	VR	Gold	TGHT
Full page	\$500	\$500	\$1,000
1/2 page	\$250	\$250	\$500
1/4 page	\$125	\$125	\$250
1/8 page	\$75	\$75	\$125

Bonus

For groups promoting a program or event, an insertion of any size will earn you a free listing on our community events webpage for 3 months.

Rate listed is per insertion. Highlighted community partners will be approved at the discretion of GSGLA staff.

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Website - Community Activities Page

Community Activities Webpage

The GSGLA community activities page (http://www.girlscoutsla.org/pages/events/external_events.html) promotes community programs hosted by third-party groups.

Demo: Girl Scouts, families, volunteers

Description: 100 word posting of program description. Option to include links back to URL of client's choice.

Posting rates

- \$50/month OR
- \$500 for the year