



ADVERTISEMENT FORM
Girl Scout Publications

Troop Resource Guide

Sent to all troops, leaders and parents (reaching the widest audience), this annual guide is the encyclopedia of troop resources, forms, policies and guidelines. It is published once per year (in the summer for the upcoming program year):

Deadline for ads is June 15, 2010

Full Page: \$2,500
Half Page: \$1,500
Quarter Page \$1,000

Ad Dimensions and Specifications

All dimensions reflect "live area." There are no bleeds.

Full Page = 8 inches by 10 inches (portrait layout)
Half-Page Ad = 8 inches by 5 inches (landscape layout)
Quarter Page = 4 inches by 5 inches (portrait layout)

LeaderReader

The LEADERreader - This is our Council's newsletter, including news, our training calendar for volunteers and program opportunities. This publication is digital (sent via e-marketing software) and is published 3 times per year on the following schedule:

Fall LeaderReader (hits in September) Deadline for ads is August 1st
Winter LeaderReader (hits in January) Deadline for ads is November 15th
Spring LeaderReader (hits in April) Deadline for ads is February 15th

Full Page: \$1,500 (1 issue) Full Page: \$2,250 (2 issues)
Half Page: \$1,000 (1 issue) Half Page: \$1,500 (2 issues)
Quarter Page \$500 (1 issue) Quarter Page \$750 (2 issues)

Full Page: \$3,000 (3 issues)
Half Page: \$2,000 (3 issues)
Quarter Page \$1,000 (3 issues)
Discount rate applies for multiple issues as long as the ads are paid for in advance.

Design specs: Grayscale or black and white only. Acceptable formats include Quark (mac) all fonts and pictures collected for output; High Resolution PDF or TIFF (300 dpi or more); or EPS with all type outlined. Please do not include crop marks - there are no bleeds. Artwork should be e-mailed to jscibilia@girlscoutsnyc.org.

Total Payment Due: \$

Payment Information

Name
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Address
City State Zip Code
Phone Email
Please bill my Amex Visa MasterCard Discover
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Send checks payable to "Girl Scout Council of Greater New York"

to

Girl Scout Council of Greater New York
43 West 23rd Street
New York, NY 10010
Attn: Development Department

Fax to: 212-645-4599
E-mail to: jscibilia@girlscoutsnyc.org