girl scouts
heart of michigan

2013/2014 Publication and Web Sponsorship Packet

Girl's Guide to Summer

Source

Web Site/Places to Go

Gold Award Yearbook

Annual Report

girl scouts heart of michigan

2014 *Girl's Guide to Summer* Sponsorship Rates

The Girl Scouts Heart of Michigan *Girl's Guide to Summer* resident camp guide is published online in December **and** is mailed in February to more than 21,000 Girl Scout families in 34 counties in Michigan's Lower Peninsula. The guide measures 8.25'' wide by 10.625'' tall, is printed in full-color with a bleed, matte text and gloss cover.

Artwork Requirements: Artwork must be submitted via e-mail, on a disk or be a camera-ready hard copy (scale must be 100 percent). Fonts and photos must be embedded into your artwork. This form and your artwork must be received by **October 31, 2013**. **Preferred File Format:** Adobe PDF (resolution 300 dpi or above). Other acceptable file formats include JPG or TIFF (resolution 300 dpi or above). **Note:** Ads must fit the dimensions specified below. Dimensions cannot be reversed. Please do not place type or objects too close to the edge of your design. If you have questions regarding the design or formatting of your ad, contact Cat Below at cbelow@gshom.org or (800) 497-2688, ext. 7005.

Submission Information: E-mail this form along with artwork to Linda Marcon at lmarcon@gshom.org **or** mail this form along with artwork on a disk or camera-ready hard copy to: Girl Scouts Heart of Michigan, 601 West Maple Street, Kalamazoo, MI 49008, Attention: Linda Marcon. For further information, please call your local Girl Scouts Heart of Michigan fund development specialist or Linda Marcon at (800) 497-2688.

Please select the size of your ad:

☐ Title Sponsor: 8.25'' wide by 10.625'' tall; Inside back cover and title page mention.
$1,000

☐ Full Page: 8.25'' wide by 10.625'' tall.
$750

☐ Half Page Vertical: 4.125'' wide by 10.625'' tall.
$425

☐ Half Page Horizontal: 8.25'' wide by 5.375'' tall.
$425

☐ Quarter Page: 4.125'' wide by 5.375 tall.
$225

☐ Business Card: 3.5'' wide by 2.25'' tall.
$100

Business Information:

Business Name: _____ Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____-_____ Fax: (_____) _____-_____ E-mail: _____

Web site: _____

Payment Information:

Circle One: Please Invoice Check Enclosed Credit Card (provide information below)

Circle One: Discover MasterCard Visa Name on Card: _____

Card Number: _____ Expiration Date: _____

Signature: _____

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2013 *Source* Sponsorship Rates

The Girl Scouts Heart of Michigan *Source* program guide is published online in August **and** is distributed to more than 21,000 Girl Scout families in 34 counties in Michigan's Lower Peninsula. The guide measures 8.25'' wide by 10.625'' tall, is printed in full-color with a bleed, matte text and gloss cover.

Artwork Requirements: Artwork must be submitted via e-mail, on a disk or be a camera-ready hard copy (scale must be 100 percent). Fonts and photos must be embedded into your artwork. This form and your artwork must be received by **May 1, 2013**. **Preferred File Format:** Adobe PDF (resolution 300 dpi or above). Other acceptable file formats include JPG or TIFF (resolution 300 dpi or above). **Note:** Ads must fit the dimensions specified below. Dimensions cannot be reversed. Please do not place type or objects too close to the edge of your design. If you have questions regarding the design or formatting of your ad, contact Cat Below at cbelow@gshom.org or (800) 497-2688, ext. 7005.

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Please select the size of your ad:

☐ Title Sponsor: 8.25'' wide by 10.625'' tall; Inside back cover and title page mention.
$2,000

☐ Full Page: 8.25'' wide by 10.625'' tall.
$1,000

☐ Half Page Vertical: 4.125'' wide by 10.625'' tall.
$550

☐ Half Page Horizontal: 8.25'' wide by 5.375'' tall.
$550

☐ Quarter Page: 4.125'' wide by 5.375 tall.
$325

☐ Business Card: 3.5'' wide by 2.25'' tall.
$125

Business Information:

Business Name: _____ Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____-_____ Fax: (_____) _____-_____ E-mail: _____

Web site: _____

Payment Information:

Circle One: Please Invoice Check Enclosed Credit Card (provide information below)

Circle One: Discover MasterCard Visa Name on Card: _____

Card Number: _____ Expiration Date: _____

Signature: _____

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2012/2013 Web Site/*Places to Go* Sponsorship Rates

Girl Scouts Heart of Michigan Web site sponsorship rates are for a term of six months (Fall/Winter: August 1 to January 31 (logo due July 1), Spring/Summer: February 1-July 31 (logo due January 1). Sponsors can choose one or both terms for maximum exposure. *Places to Go* rates are for a term of one year (copy due 1 month prior to term).

Artwork Requirements: Logo must be submitted via e-mail or on a disk. This form and your logo must be received one month in advance of your selected term(s). **Required File Format:** JPG or Tiff (resolution of 72 dpi).

Submission Information: E-mail this form along with logo to Linda Marcon at lmarcon@gshom.org **or** mail this form along with logo on a disk to: Girl Scouts Heart of Michigan, 601 West Maple Street, Kalamazoo, MI 49008, Attention: Linda Marcon. For further information, please call your local Girl Scouts Heart of Michigan fund development specialist or Linda Marcon at (800) 497-2688. **Note to *Places to Go* sponsors:** Please fill out the Business Information and Payment Information sections below, then visit www.gshom.org to enter your event/activity information online. If you are only purchasing a *Places to Go* sponsorship, you do not need to submit a logo.

Please Select Term(s) and Placement(s):

- ☐ **Web site:** Sponsor logos are placed on our Web site's home page- www.GSHOM.org.....$100
  Circle Term(s): Fall/Winter Spring/Summer
- ☐ ***Places to Go* Listing:** Businesses and organizations may list an activity or event for girls and families on our Web site. Listings are for a term of one.....$100

Business Information:

Business Name: _____ Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____-_____ Fax: (_____) _____-_____ E-mail: _____

Web site (Required for logo to link to your business Web site): _____

Payment Information:

Circle One: Please Invoice Check Enclosed Credit Card (provide information below)

Circle One: Discover MasterCard Visa Name on Card: _____

Card Number: _____ Expiration Date: _____

Signature: _____

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2013 *Gold Award Yearbook* Sponsorship Rates

The Girl Scouts Heart of Michigan *Gold Award Yearbook* is published online in July (artwork due May 1). The *Yearbook* features each Girl Scout who has earned her Girl Scout Gold Award in the previous year and serves as a keepsake for Girl Scout families and collectors. It is widely read by more than 21,000 Girl Scout families in 34 counties in Michigan's Lower Peninsula. The magazine measures 8.25'' wide by 10.625'' tall and is full color with a bleed.

Artwork Requirements: Artwork must be submitted via e-mail, on a disk or be a camera-ready hard copy (scale must be 100 percent). Fonts and photos must be embedded into your artwork. This form and your artwork must be received by May 1, 2013. **Preferred File Format:** Adobe PDF (resolution 300 dpi or above). Other acceptable file formats include JPG or TIFF (resolution 300 dpi or above). **Note:** Ads must fit the dimensions specified below. Dimensions cannot be reversed. Please do not place type or objects too close to the edge of your design. If you have questions regarding the design or formatting of your ad, contact Cat Below at cbelow@gshom.org or (800) 497-2688, ext. 7005.

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$1,000

☐ Full Page: 8.25'' wide by 10.625'' tall.
$750

☐ Half Page Vertical: 4.125'' wide by 10.625'' tall.
$450

☐ Half Page Horizontal: 8.25'' wide by 5.375'' tall.
$450

☐ Quarter Page: 4.125'' wide by 5.375 tall.
$250

☐ Business Card: 3.5'' wide by 2.25'' tall.
$100

Business Information:

Business Name: _____ Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____-_____ Fax: (_____) _____-_____ E-mail: _____

Web site: _____

Payment Information:

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Circle One: Discover MasterCard Visa Name on Card: _____

Card Number: _____ Expiration Date: _____

Signature: _____

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Annual Report Sponsorship

The Girl Scouts Heart of Michigan *Annual Report* is published online in May (artwork due April 1). The *Annual Report* features financial information, highlights from the year and a donor list. It is widely read by more than 21,000 Girl Scout families in 34 counties in Michigan's Lower Peninsula. The *Report* measures 8.25'' wide by 10.625'' tall and is full color with a bleed.

Artwork Requirements: Artwork must be submitted via e-mail, on a disk or be a camera-ready hard copy (scale must be 100 percent). Fonts and photos must be embedded into your artwork. This form and your artwork must be received by April 1, 2013. **Preferred File Format:** Adobe PDF (resolution 300 dpi or above). Other acceptable file formats include JPG or TIFF (resolution 300 dpi or above). **Note:** Ads must fit the dimensions specified below. Dimensions cannot be reversed. Please do not place type or objects too close to the edge of your design. If you have questions regarding the design or formatting of your ad, contact Cat Below at cbelow@gshom.org or (800) 497-2688, ext. 7005.

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☐ 8.25'' wide by 10.625'' tall;
front cover banner and back cover.
$1,000

Business Information:

Business Name: _____ Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____-_____ Fax: (_____) _____-_____ E-mail: _____

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