girl scouts
heart of michigan

2013/2014 Sponsorship Rates

Resident Camp Brochure
Mailed to 18,000 GSHOM families in 34 counties (1/15/14) and posted on our website from January 1 - August 1, 2014.
Deadline: 11/30/13

- Full Page & Peel Back on cover $1500
- Inside Cover (inside front, inside back) $1000
- Full Page $750
- Half Page Vertical / Horizontal $425
- Quarter Page $225
- Business Card $125

Troop and Family Camp
Hand distributed to 18,000 GSHOM families in 34 counties (2/15/14) and posted on our website from February 1 - September 1, 2014.
Deadline: 12/31/13

- Full Page & Peel Back on cover $1500
- Cover (inside front, inside back) $1000
- Full Page $750
- Half Page Vertical / Horizontal $425
- Quarter Page $225
- Business Card $125

Day Camp Brochure (8 panel Roll-fold brochure)
Regional GSHOM hand distributed to every registered family (3/15/14)and posted on our website from March 1 - September 1, 2014. Space is limited.
Deadline: 1/31/14

- Kalamazoo 4,000 hand distributed
- Lansing 4,500 hand distributed
- Jackson 2,500 hand distributed
- Saginaw 5,000 mailed distributed
- Ypsilanti/AA 8,000 hand distributed
- Full Panel 5.875H x 10.5V $425/region
- Half Panel 5.875H x 5.25V $225/region
- Quarter Panel 5.875H x 2.635V $125/region

The Source

Fall: 18,000 hand distributed (8/15/14), and posted on our website from August 1, 2014 - January 1, 2015.
Winter/Spring: 18,000 distributed by mail (11/15/13), and posted on our website from November 1, 2013 - June 1, 2014.
Fall Deadline: 6/30/14, Winter/Spring Deadline: 10/4/13

Pricing to advertise in both editions:

- Full Page & Peel Back on cover $1500 (Limited Space)
- Cover (inside front, inside back) $1000 (Limited Space)
- Full Page $750
- Half Page Vertical / Horizontal $425
- Quarter Page $300
- Business Card $175

Pricing to advertise in one edition:

- Full Page & Peel Back on cover $900 (Limited Space)
- Cover (inside front, inside back) $600 (Limited Space)
- Full Page $450
- Half Page Vertical / Horizontal $325
- Quarter Page $225
- Business Card $125

Gold Award Keepsake Program

In print (5,000), distributed to parents of award winners in all five reigons, community leaders, donors and alumnae, and posted on our website continuously, beginning May 1, 2014.
Deadline: 3/31/14

- Full Page $525
- Half Page Vertical / Horizontal $425
- Quarter Page $225
- Business Card $125

Annual Report

In print (5,000), hand delivered or mailed to donors, alumnae, community partners and leaders and board members. Posted on our website continuously, beginning April 1, 2014.
Deadline: 2/28/14

- Full Page Back Cover $5000

Places to Go online listing

Businesses and organizations may list a location, activity or event for girls and families to visit on our website and will link back to your website. Listings are online for one calendar year with a maximum of 600 characters.

- $125
- $100 if purchased in combination with an ad in any of our publications

Submission / Artwork Information

Email your Adobe PDF, JPG, or Tiff (resolution 300 dpi or above) to your Girl Scouts Heart of Michigan contact. Fonts and photos must be embedded in your artwork. **Please provide a .125" bleed on full page ads.**

Ad Size

- Full Page & Peel Back on the cover 8.25" wide by 10.625" tall
- Inside Cover (inside front, inside back) 8.25" wide by 10.625" tall
- Full Page 8.25" wide by 10.625" tall
- Half Page Vertical 4.125" wide by 10.625" / Horizontal 8.25" wide by 5.3125" tall
- Quarter Page 4.125" wide by 5.3125" tall
- Business Card 3.5" wide by 2" tall

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2013/2014 Sponsorship Form

Business Information

Name or Company: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: ( ) _____ Fax: ( ) _____

E-mail: _____ Web-site Address: _____

Publication: _____

Amount: $_____

☐ Full Page & Peel Back on cover
☐ Inside Cover (inside front, inside back)
☐ Full Page (please include .125" bleed on artwork)
☐ Half Page Vertical ☐ Half Page Horizontal
☐ Quarter Page
☐ Business Card
Please send artwork to match the size selected.

Payment Information

☐ Please Bill Us ☐ Check Enclosed ☐ Please Bill to Credit Card (Provide information below)

☐ Visa ☐ Mastercard ☐ Discover

Name on Card: _____

Credit Card Number: _____ Security Code: _____ Expiration Date: _____

Signature: _____

Please return this form to:
Your Girl Scouts Heart of Michigan contact: _____

Email: _____ Phone: _____

Address: _____ FAX: _____