

# 2014 SPONSORSHIP OPPORTUNITIES

Heart of America Council, Boy Scouts of America

# Adventures in SCOUTING



TO INQUIRE ABOUT A SPONSORSHIP CONTACT:  
MATT ARMSTRONG (816) 569-4978 [MATT.ARMSTRONG@SCOUTING.ORG](mailto:MATT.ARMSTRONG@SCOUTING.ORG)



BOY SCOUTS OF AMERICA®  
HEART OF AMERICA COUNCIL

10210 HOLMES RD. KANSAS CITY, MO 64131

# ADVENTURES IN SCOUTING REACHES OVER 20,000 FAMILIES

**ADVENTURES IN SCOUTING** is the primary communication tool of the Heart of America Council.



## PRINT EDITION:

This exciting 32-page, full color publication is published 6-times a year and is mailed to more than 4,500 Scouting leaders. Over 23,000 Scouting leaders and families also receive notification through our monthly E-Newsletter that our publication is available. Our publication reaches households in 19 counties in Missouri and Kansas with an estimated average readership of 10,000 per issue.



## ELECTRONIC EDITION:

*Adventures in Scouting* E-NEWS is a monthly email communication that highlights upcoming council events and programs. E-NEWS is distributed the first Friday of every month to more than 23,000 Scouting leaders and families.

Families involved in our program are young and active. *Adventures in Scouting* also reaches adult volunteers, both male and female, of all ages and is read by multi-children households.

**YOUR SUPPORT MAKES A POSITIVE IMPACT ON THE COMMUNITY  
WHILE SUPPORTING YOUR BUSINESS!**



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# ADVENTURES IN SCOUTING SPONSORSHIP OPPORTUNITIES

EFFECTIVE 2/1/2014

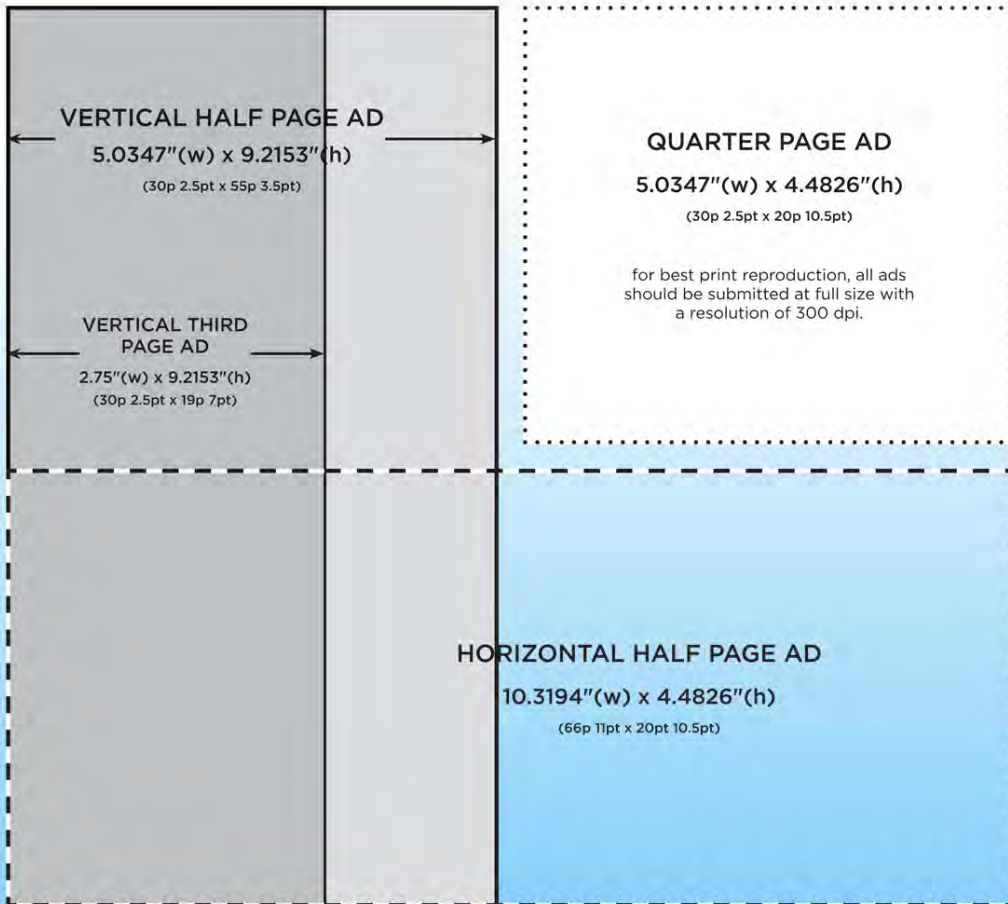
## PRINT EDITION:

SIZE	1 ISSUE	6 ISSUES
FULL	\$750	\$3,000
1/2	\$450	\$1,800
1/3	\$380	\$1,500
1/4	\$325	\$1,200

## SPECIFICATIONS:

Please provide your ad in a jpeg or pdf file format (300 dpi). *All prices are net and subject to change.*

ISSUE	DEADLINE
April/May	March 1
June/July	May 1
August/September	July 1
October/November	August 30
December/January	November 1
February/March	December 30



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EFFECTIVE 2/1/2014

## ELECTRONIC EDITION:

*Adventures in Scouting* E-NEWS ads will appear in the right hand side in the body of the newsletter. Your ad can be a clickable graphic leading people directly to your website or you can choose to just display contact information.

The rate for clickable or non-clickable ads is **\$100** per issue. Please provide your ad as a jpg or pdf file. Graphic size should be 1088 x 638 pixels at 300 dpi.

Deadlines are the 15th of the month to place your ad order and the 20th of the month for delivery of ad graphics.



## ROUNDTABLE FLIERS:

For a handling fee of **\$100**, fliers that promote approved program activities for our youth members that align with Scouting's mission and policies may be distributed at our monthly Roundtable leaders meetings. We are unable to accommodate fliers for fundraising opportunities or unit sales.

Please print and provide **1,200** fliers for distribution to reach each Scouting group in the council. Roundtables occur the first week of each month (except July).

Fliers for Roundtable distribution must be delivered to the council office the last week of the month.



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EFFECTIVE 2/1/2014

## 2014 IDEAL YEAR OF SCOUTING GUIDES:

Providing a year-round, quality Scouting program is the goal of every Scouting unit. Our *Ideal Year of Scouting Guides* help our Scouting groups develop an annual program plan. These full-color guides are distributed to all 1,100 of our Scouting units and are also available online.



Each 2014 *Ideal Year of Scouting Guide* Sponsor will receive a half page (8.5 x 5.5) ad in the publication.

Cost is **\$400** per ad.

Space is limited and all orders must be received by February 28, 2014.

## SCOUT COMMUNITY CALENDAR WEBSITE:

As an added bonus, all 2014 sponsor events/activities will be included on the new *Scout Community Calendar* website.

<http://www.hoac-bsa.org/Community-Activities>