

Scout's Honor Ad Specs Sheet 2012

Scout's Honor is a publication of the Laurel Highlands Council to the local members of the Boy Scouts of America, serving Allegheny, Beaver, Bedford, Blair, Cambria, Greene, Indiana, Somerset, Washington and parts of Armstrong, Clearfield, Fayette, Huntington and Westmoreland counties.

Distribution	Publishing date	Artwork due date
Readership: 41,250	January	December 1
Family Mailing: 16,500	April	March 1
Online: 7,000	July	June 1
Office and camp locations: 1,000	October	September 1

Format

Scout's honor is a 16-page, full color publication mailed directly to each Scouting family

Shelf Life

Average shelf life for Scout's Honor is longer than most publications due to the program elements and long-term planning by our volunteers.

Artwork Specifications

All sponsorship artwork is due by the date listed. The Laurel Highlands Council reserves the right not to publish a sponsorship at its discretion.

File formats accepted: .indd, .pdf, .psd, .ai, .jpg
All files can be e-mailed to michael.crane@scouting.org.

	Width (inches)	Height (inches)	Cost
Small square	2.5	2.5	\$150
Large square	5.125	5.125	\$475
Short column	2.5	5.5	\$300
Tall column	2.5	11	\$500
Footer	10.5	3	\$575
Half page horizontal	10.5	5.5	\$1,000
Half page vertical	5.125	11	\$1,000

15% discount for placing three ads in a 12 month period

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