



# ADVERTISING **ACCEPTANCE** **POLICY**

Both editorial and advertising content are needed to make publications fun, exciting and beneficial for the reader. The advertising in BSA publications contributes to the reader's value but cannot be counter to the goals and values of the organization.

1. Product endorsement by any member of BSA is not acceptable.
2. Any proposed copy or illustration involving the use of the BSA uniforms or insignia of Scouting must be submitted for review at least five days prior to the material due date.
3. It is within the discretion of the BSA to request samples for appraisal of items offered in advertising.
4. All advertising copy and artwork for *Scout Life* magazine must be of a nature that would be deemed acceptable and understood by children and in accordance with the principles and objectives of the BSA.
5. No advertising copy or artwork, or any elements of the product or service being advertised, may have sexual/violent over- or undertones.
6. All contest advertising must also be in compliance with U.S. Postal Service requirements of periodical mail. These requirements include a statement of "No Purchase Necessary" and a defined end date of the contest.
7. Movies, DVD, Gaming:
  - a. Movies, DVD
    - i. PG can run in *Scout Life* lower-demo or full run.
    - ii. PG-13 can run in *Scout Life* upper-demo only.
  - b. Gaming
    - i. E10+ can run in *Scout Life* upper-demo or full run.
  - c. Content including tobacco, alcohol or drugs will not be accepted.
  - d. Content of an excessively violent or sexual nature will not be accepted, nor will content that can be viewed as offensive to our readership.
8. Advertising for products with alcohol or tobacco content are not acceptable.
9. Advertisements for firearms, ammunition, weapons, and all outdoor and camping gear must conform to the BSA safety manual and all applicable federal or state regulations. Ad creative must clearly emphasize safety and include prominent, legible safety language.
10. Not acceptable are any products the BSA Health and Safety advisors deem as potentially dangerous or undesirable, e.g., martial arts instruction and weapons, fireworks, sneezing powder, etc.
11. The publisher reserves the right to refuse advertising for any animal, fish or bird or species the BSA believes should not be collected or kept on exhibit or as a pet.
12. Pocketknives and folding knives with a blade-length limit of four inches may advertise in *Scout Life*. Switchblades, stilettos and knives resembling such are not acceptable.