# SCOUT LIFE RATE CARD

## PRINT - DISPLAY & CLASSIFIED

### FOUR COLOR
- **Spread**: $70,000
- **Full Page**: $35,000
- **2/3 Page**: $25,000
- **1/2 Page**: $15,000
- **1/3 Page**: $10,000

### COVERS
- **2nd & 3rd Cover**: $40,000
- **4th Cover**: $45,000

### TRADIN' POST CLASSIFIED
- **Size**
  - B/W: $375
  - 4C: $450
- **1"**: $745
- **2"**: $1,115
- **3"**: $1,490
- **4"**: $1,855
- **5"**: $2,235
- **10"**: $3,705

## SPONSORED CONTENT
- **Sponsored Heads Up Blog Post**
  - Avg. Monthly Page Views 26,000: $1,500
- **Byran on Scouting Blog Post**
  - Avg. Monthly Page Views 630,000
  - Blog Email Subscribers 13,505: $6,000
- **Scouting Wire Parent Newsletter**
  - Total Parent Subscribers 570,000: $3,000
- **Scouting Wire Volunteer Newsletter**
  - Total Parent Subscribers 674,495: $3,000
- **Scouting Wire Alumni Newsletter**
  - Alumni Subscribers 18,700: $1,000
- **Scouting Wire Blog Post**
  - Avg. Monthly Page Views 85,000: $2,500
- **Sponsored Game Package**
  - Avg. Monthly Page Views 1.8 Million: $5,000
- **Individual Web Page Sponsorship**: $3,000

## SOCIAL & DIGITAL
- **Scout Life Facebook Post**
  - 155,000 Followers: $3,000
- **Scout Life Facebook Live**: $5,000
- **Scout Life Instagram Post**
  - 14,200 Followers: $600
- **Scout Life Twitter Post**: $2,000
- **Scoutlife.org Digital**
  - 1.2 Million Avg. Monthly Unique Impressions: $22 CPM
- **Scouting Facebook Post**
  - 153,000 Followers: $2,500
- **Scouting Facebook Live**: $5,000
- **Scouting Instagram Post**
  - 14,400 Followers: $800
- **Scouting Twitter Post**: $2,000
- **Scoutingmagazine.org Digital**
  - 660,000 Avg. Monthly Unique Impressions: $19 CPM