



# 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     | 4C      |
|------|---------|---------|
| 1"   | \$375   | \$450   |
| 2"   | \$745   | \$900   |
| 3"   | \$1,115 | \$1,345 |
| 4"   | \$1,490 | \$1,795 |
| 5"   | \$1,855 | \$2,235 |
| 10"  | \$3,705 | \$4,485 |

## SPONSORED CONTENT

|   |         |
|---|---------|
| Sponsored Heads Up Blog Post<br>Avg. Monthly Page Views 26,000                                  | \$1,500 |
| Byran on Scouting Blog Post<br>Avg. Monthly Page Views 630,000<br>Blog Email Subscribers 13,505 | \$6,000 |
| Scouting Wire Parent Newsletter<br>Total Parent Subscribers 570,000                             | \$3,000 |
| Scouting Wire Volunteer Newsletter<br>Total Parent Subscribers 674,495                          | \$3,000 |
| Scouting Wire Alumni Newsletter<br>Alumni Subscribers 18,700                                    | \$1,000 |
| Scouting Wire Blog Post<br>Avg. Monthly Page Views 85,000                                       | \$2,500 |
| Sponsored Game Package<br>Avg. Monthly Page Views 1.5 Million                                   | \$5,000 |
| Individual Web Page Sponsorship   | \$3,000 |

## SOCIAL & DIGITAL

|   |          |
|---|----------|
| Scout Life Facebook Post<br>155,000 Followers                           | \$3,000  |
| Scout Life Facebook Live  | \$5,000  |
| Scout Life Instagram Post<br>14,200 Followers                           | \$600    |
| Scout Life Twitter Post   | \$2,000  |
| Scoutlife.org Digital<br>1.2 Million Avg. Monthly Unique Impressions    | \$22 CPM |
| Scouting Facebook Post<br>153,000 Followers                             | \$2,500  |
| Scouting Facebook Live  | \$5,000  |
| Scouting Instagram Post<br>14,400 Followers                             | \$800    |
| Scouting Twitter Post   | \$2,000  |
| Scoutingmagazine.org Digital<br>660,000 Avg. Monthly Unique Impressions | \$19 CPM |