



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 Avg. Monthly Page Views 34,000	\$1,500
Aaron On Scouting Blog Post Avg. Monthly Page Views 330,000 Blog Email Subscribers 12,000	\$4,000
Scouting Wire Scouts BSA Parent Newsletter Total Scouts BSA Parent Subscribers 210,000	\$3,000
Scouting Wire Cub Scout Parent Newsletter Total Cub Scout Parent Subscribers 260,000	\$3,000
Scouting Wire Volunteer Newsletter Total Volunteer Subscribers 581,000	\$5,000
Scouting Wire Alumni Newsletter Alumni Subscribers 141,000	\$2,000
Scouting Wire Eagle Scout Newsletter Total Eagle Scout Subscribers 96,000	\$2,000
Scouting Wire Blog Post Avg. Monthly Page Views 85,000	\$2,500
Sponsored Game Package Avg. Monthly Page Views 200,000	\$5,000
Individual Web Page Sponsorship	\$3,000
Scout Life Custom Quiz	\$5,000

SOCIAL & DIGITAL

Scout Life Facebook Post 151,000 Followers	\$3,000
Scout Life Facebook Live / #TrekOnTuesday	\$5,000
Scout Life Instagram Post 14,300 Followers	\$600
Scout Life Twitter Post 22,600 Followers	\$2,000
Scoutlife.org Digital 680,000 Avg. Monthly Page Views	\$22 CPM
Scouting Magazine Facebook Post 155,000 Followers	\$2,500
Scouting Magazine Facebook Live	\$5,000
Scouting Magazine Instagram Post 500 Followers	\$800
Scouting Magazine Twitter Post 28,500 Followers	\$2,000
Scoutingmagazine.org Digital 340,000 Avg. Monthly Page Views	\$19 CPM
Cub Chat Live	\$5,000