

# SCOUTING AMERICA 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	4C
1"	\$450
2"	\$900
3"	\$1,345
4"	\$1,795
5"	\$2,235
10"	\$4,485

## SPONSORED CONTENT

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 265,000	\$3,000
Scouting Wire Cub Scout Parent Newsletter Total Cub Scout Parent Subscribers 374,000	\$3,000
Scouting Wire Volunteer Newsletter Total Volunteer Subscribers 613,000	\$5,000
Scouting Wire Alumni Newsletter Alumni Subscribers 161,000	\$2,000
Scouting Wire Eagles' Call Insider Total Eagle Scout Subscribers 94,000	\$2,000
Sponsored Game Package Avg. Monthly Page Views 200,000	\$5,000
Individual Web Page Sponsorship	\$3,000
Scout Life Custom Quiz	\$5,000
Cub Chat Live	\$3,000
Troop Talk Live	\$3,000

## SOCIAL & DIGITAL

Scout Life Facebook Post 147,000 Followers	\$3,000
Scout Life Facebook Live / #TrekOnTuesday	\$5,000
Scout Life Instagram Post 14,500 Followers	\$600
Scout Life Twitter Post 22,000 Followers	\$2,000
Scoutlife.org Digital 680,000 Avg. Monthly Page Views	\$22 CPM
Scouting Magazine Facebook Post 153,000 Followers	\$2,500
Scouting Magazine Facebook Live	\$5,000
Scouting Magazine Instagram Post 1,616 Followers	\$800
Scouting Magazine Twitter Post 28,061 Followers	\$2,000
Scoutingmagazine.org Digital 340,000 Avg. Monthly Page Views	\$19 CPM
Scouting America Facebook Post 4,000 Followers	\$3,000