



ADVERTISING ACCEPTANCE POLICY

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

1. Product endorsement by any member of Scouting America is not acceptable.
2. Any proposed copy or illustration involving the use of the Scouting America 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 Scouting America 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 Scouting America.
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.
 - b. Gaming
 - i. E10+ can run in Scout Life.
 - 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 Scouting America 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 Scouting America 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. Pocket knives 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.

CHILDREN'S PRIVACY AND ADVERTISING STANDARDS

As part of our commitment to protecting children's privacy, advertisements that direct readers to website apps, or services that collect or may collect personal information (including, but not limited to, email addresses, account registrations, contest entries, donations, purchases, or other user-submitted information) must be directed to parents or adult caregivers rather than children. This requirement applies unless the advertiser demonstrates that the destination is appropriately designed and operated for compliance with applicable children's privacy laws and regulations. COPPA generally applies to child-directed online services that collect personal information from children under 13.

