



ADVERTISE WITH GIRL SCOUTS

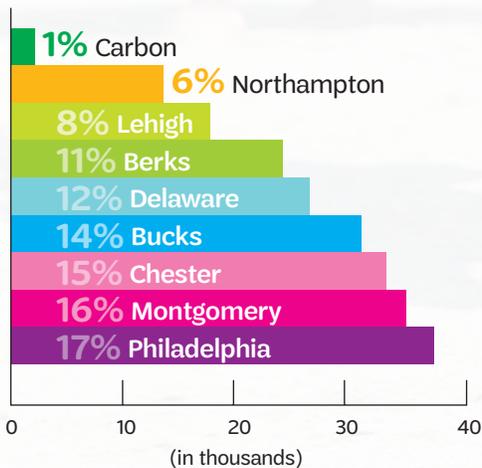
Does your company want to reach 40,000 girls and families in Eastern Pennsylvania? Then secure your spot in *Spark*, the annual Girl Scout magazine, today!

Spark is the major publication of Girl Scouts of Eastern PA (GSEP) and the go-to resource for our members and volunteers. It features upcoming events, spanning six months

(September–February). Reserve your ad now in this year's *Spark* to get your name and programs in front of 40,000 Girl Scout families and 15,000 adult volunteers in our nine-county footprint

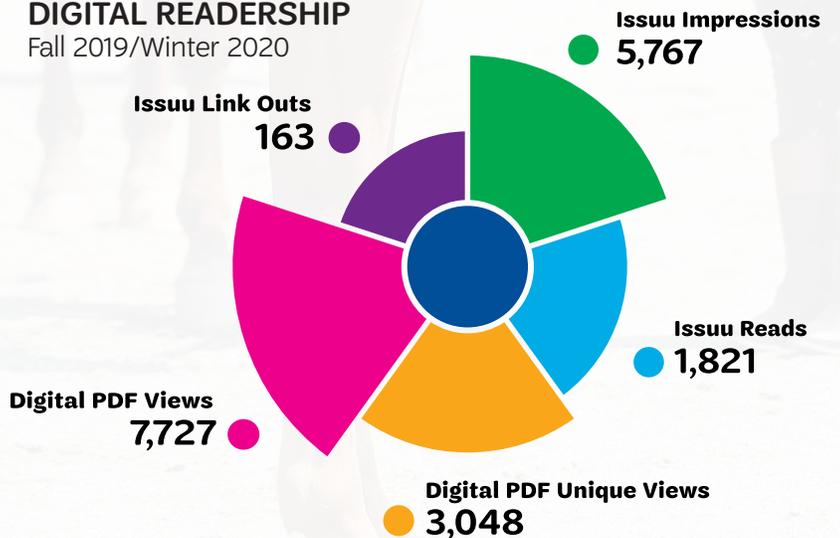
(Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia). The Fall 2020/Winter 2021 issue of *Spark* will be mailed to our members and available online mid-August.

PRINT READERSHIP BY COUNTY



DIGITAL READERSHIP

Fall 2019/Winter 2020



FORMAT

Only Press-Quality PDFs (.pdf file with embedded fonts) and JPEGs (.jpg file, 300 dpi, at finished size) will be accepted. Ads received in any other format will be returned with payment to sender. **All ads are non-bleed and will print in four-color (convert all PMS inks to CMYK).**

Advertisers are encouraged to incorporate language that specifically states or reflects “supporting girls’ leadership development” or “supporting GSEP in building girls of courage, confidence, and character” into their ad messaging. GSEP reserves the right to deny advertising to any organization whose program conflicts with the principles embodied in the Girl Scout Promise and Law, the Safety Activity Checkpoints, and the Girl Scout brand. **If your ad will reference a specific Girl Scout patch program, please reach out to hlitchfield@gsep.org before submitting your ad.**

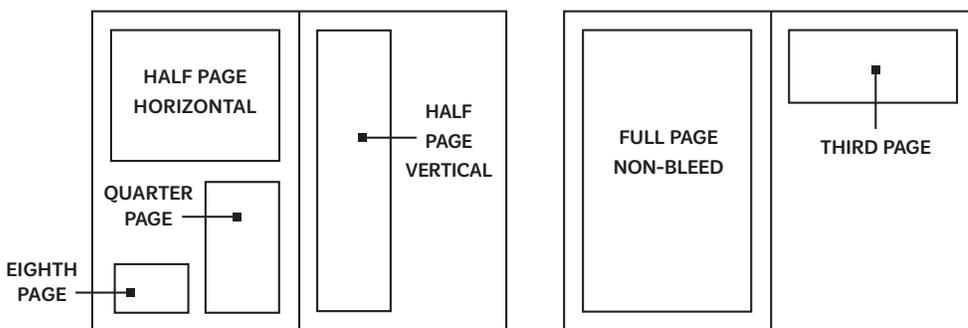
IN PUBLICATION ADVERTISEMENTS

Full Page: 7-1/2" w x 10" h	<input type="checkbox"/> \$1,500
Half Page Vertical: 3-1/2" w x 10" h	<input type="checkbox"/> \$800
Half Page Horizontal: 7-1/2" w x 4.75" h	<input type="checkbox"/> \$800
Third Page Horizontal: 7-1/2" w x 3.25" h	<input type="checkbox"/> \$600
Quarter Page: 3-1/2" w x 4.75" h	<input type="checkbox"/> \$550
Eighth Page: 3-1/2" w x 2.25" h	<input type="checkbox"/> \$250

ADVERTISING DEADLINE: Monday, June 1, 2020

To reserve your ad space or inquire about advertising, please contact Hannah Litchfield at hlitchfield@gsep.org. Once your space is confirmed you will be emailed an invoice.

PLEASE NOTE: The above date is the deadline to receive finalized ads, **NOT** the deadline to secure ad space. Completed ads are due to **Hannah Litchfield** at hlitchfield@gsep.org by **Monday, June 1, 2020**.



ADVERTISING PERKS

Advertising with GSEP has perks throughout the year! By advertising with us you will receive certain privileges not offered to other community partners.

- Access to our membership email list
- Inclusion in our Facebook and Twitter content
- Homepage banner space for two consecutive weeks of your choosing

****Assets needed for any of these perks can be designed by the advertiser or by GSEP. Any questions about necessary specs or perks, please email Hannah Litchfield at hlitchfield@gsep.org.**

PAST SPARK ADVERTISERS

Absecon Lighthouse
Allentown Art Museum
American Helicopter Museum
Beachcomber Camp Resort
Cedar Crest College
Da Vinci Science Center
Dutch Springs
Dutch Wonderland
East Penn Manufacturing
Eastern State Penitentiary
Franklin Institute
Imagi-Nation
Kimmel Center
Lego Discovery Center
Museum of the American Revolution
National Constitution Center

Old City District
Penn Mutual
Penn State College of Information Science & Technology
Pennsylvania Institute of CPAs
Philadelphia College of Osteopathic Medicine
Queen City Family Restaurant
Reading Public Museum
Sesame Place
Stars on the Move
The Handwork Studio
Wayne Art Center
Wells Fargo Center
Whitewater Challengers
Woodloch