



## ADVERTISE WITH GIRL SCOUTS

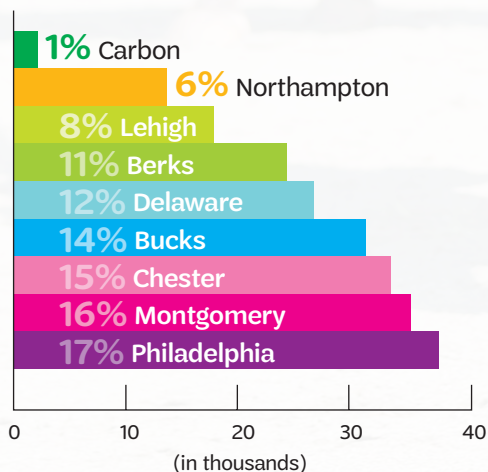
Does your company want to reach 40,000 girls and families in Eastern Pennsylvania? Then secure your spot in *Spark*, the annual Girl Scout magazine, today!

*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

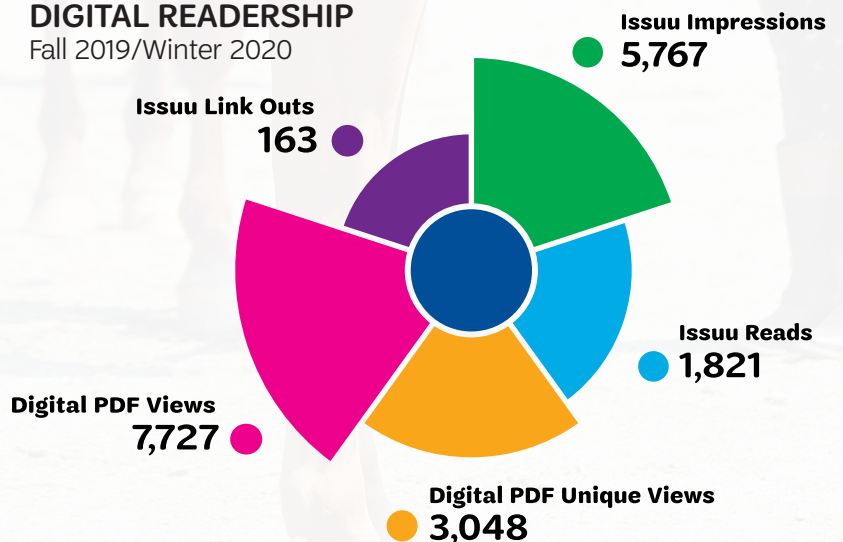
(Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia). The Fall 2020/Winter 2021 issue of *Spark* will be mailed to our members and available online mid-August.

### 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](mailto:hlitchfield@gsep.org) before submitting your ad.**

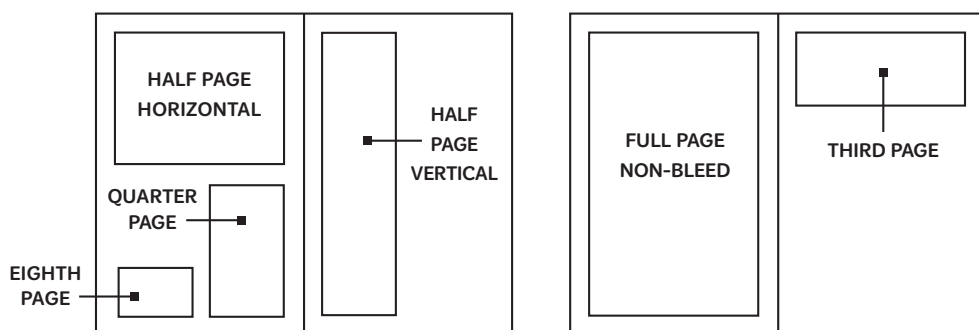
### IN PUBLICATION ADVERTISEMENTS

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

## ADVERTISING DEADLINE: Monday, June 1, 2020

To reserve your ad space or inquire about advertising, please contact Hannah Litchfield at [hlitchfield@gsep.org](mailto: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](mailto: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](mailto:hlitchfield@gsep.org).**

## PAST SPARK ADVERTISERS

Absecon Lighthouse	Old City District
Allentown Art Museum	Penn Mutual
American Helicopter Museum	Penn State College of Information Science & Technology
Beachcomber Camp Resort	Pennsylvania Institute of CPAs
Cedar Crest College	Philadelphia College of Osteopathic Medicine
Da Vinci Science Center	Queen City Family Restaurant
Dutch Springs	Reading Public Museum
Dutch Wonderland	Sesame Place
East Penn Manufacturing	Stars on the Move
Eastern State Penitentiary	The Handwork Studio
Franklin Institute	Wayne Art Center
Imagi-Nation	Wells Fargo Center
Kimmel Center	Whitewater Challengers
Lego Discovery Center	Woodloch
Museum of the American Revolution	
National Constitution Center	