

2024-2025



Advertising Kit

Grow your business by
advertising with Girl Scouts!

Why Advertise with Girl Scouts?

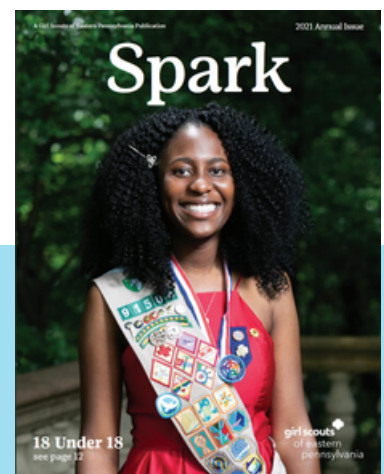
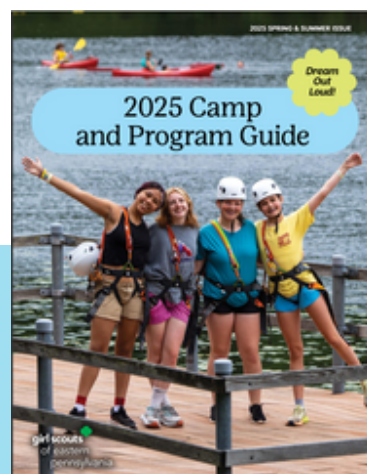
We understand you need to stretch your advertising budget as far as you can. When you advertise with Girl Scouts, you can select from multiple, affordable packages. You'll reach engaged audiences and best of all, you'll help to empower future leaders.

Our new digital packages include advertising in monthly e-newsletters, on gsep.org, and on GSEP's social media channels. Advertise with us for one month, or all year! Plus, there are still amazing opportunities to reach families via our popular and highly anticipated magazines - Camp & Program Guide (December publication) and Spark Magazine (August publication).

With a dedicated readership of more than 30,000 families and supporters, your brand gains exposure to a diverse and influential demographic across GSEP's nine-county footprint - Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia.

By partnering with Girl Scouts, you demonstrate commitment to fostering leadership, entrepreneurship, and community involvement among young girls. Your support not only promotes your business but also contributes to the development of tomorrow's leaders, creating lasting positive impact.

Join us in inspiring and empowering the next generation through advertising with Girl Scouts of Eastern PA!

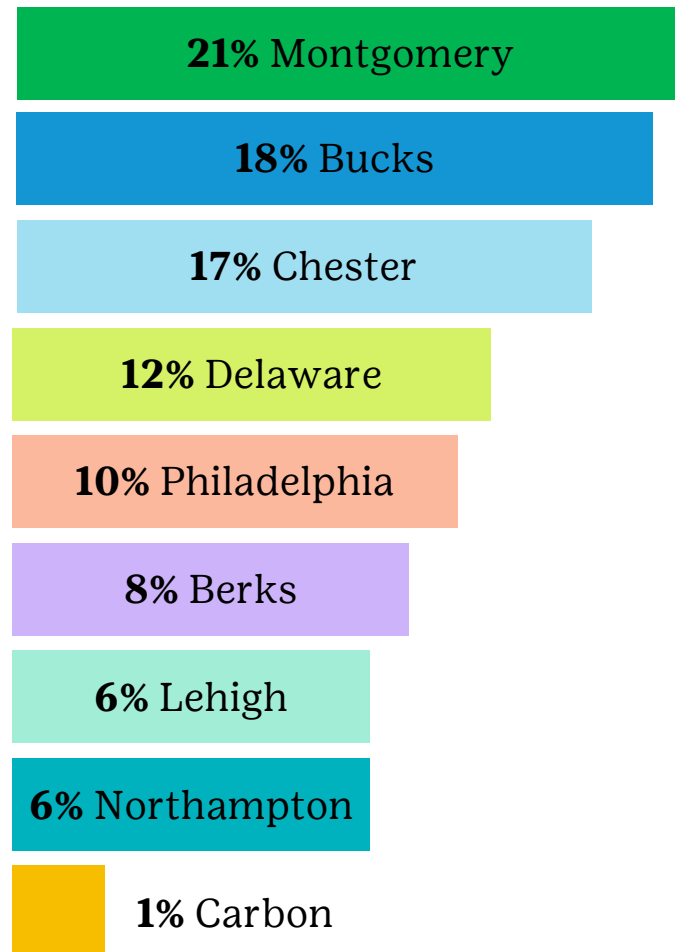


39,500
Members

14,000
Adults

25,500
Girls

Print Readership by County



Digital Readership

10,784

Digital PDF
Views

20,000

Average Monthly
Web Visitors

36,000

Monthly Newsletter
Subscribers



Advertising Packages

All digital packages must be purchased and final ads received by the 15th of the month (for publication the following month).

Special Offer Partner

Photo (600x600) or flier (8.5x11 PDF) and 150 words of copy with link, placed within GSEP News and online, plus one Meta social story with a link. **\$400 per month – can select months (from one month to 12 months)**

Community Partner

Thumbnail image (300x300px), photo with link, and 75 words of copy, placed at bottom of GSEP News.

\$250 per month - can select months (from one month to 12 months)

Featured Partner

Logo (200x200px) and link to a special offer, placed at bottom of GSEP News (below Community partners).

\$50 per month - can select months (from one month to 12 months)

Be featured in the Spark Magazine!

Add on to your digital package with a print ad!

Girl Scout families watch their mailbox for the arrival of this magazine each August, because it lists all fall programs, signature events, and important Girl Scout information for the year. Your ad will be seen alongside our 2025-2026 fall offerings.

Ad reservation deadline: Friday, May 23, 2025

Final ads due: Friday, June 6, 2025

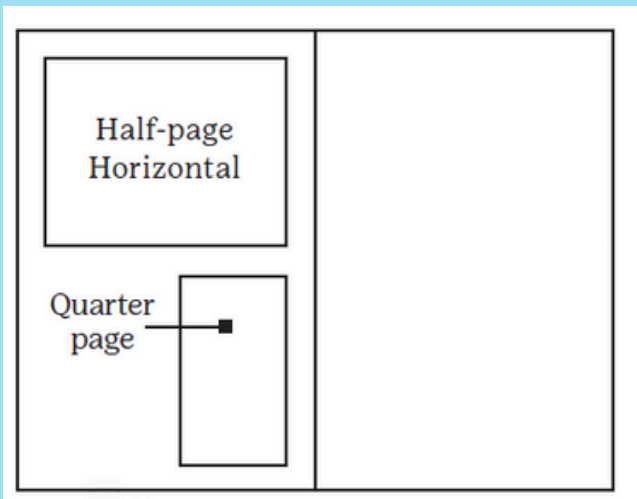
- 1/2 page horizontal: \$500
- 1/4 page: \$250

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.

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. If your ad will reference a specific Girl Scout patch program, please reach out to amaloney@gsep.org before submitting your ad.



Print Ad Specs

Half Page 7.5" w x 4.75" h

Quarter Page: 3.5" w x 4.75" h

All ads are non-bleed and will print in four-color. Convert all PMS inks to CMYK.

Digital Ad Specs

Special Offer Partner

600x600 or

8.5x11 PDF

1080x1920 (Story)

Community Partner

300x300

Featured Partner

200x200 (Logo)

All images must be sent in .png or PDF format.

Advertising Space Reservation Deadlines

Digital Advertising

To reserve your digital ad space, please complete the form and attach all final graphics. Once your space is confirmed you will be emailed an invoice.

All digital packages must be purchased and final ads received by the 15th of the month.

Reserve Digital Ad Space

Spark Magazine Advertising

To reserve your ad space in Spark Magazine, or inquire about advertising, please contact Alexa Maloney at amaloney@gsep.org before 5/23/25. Once your space is confirmed you will be emailed an invoice. Your creative will be due by 6/6/25.



Thank you to our 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 | Imagi-Nation | Eastern State Penitentiary | Franklin Institute | Kimmel Center | Penn Mutual | Lego Discovery Center | Museum of the American Revolution | Old City District | National Constitution Center | Penn State 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 Resorts