

How To Advertise In *The Duffle Bag*...

The Duffle Bag is published 4 times per year and mailed to more than 8,500 adult Scout leaders in the Greater St. Louis Area Council. The council's geographic boundaries consist of the city of St. Louis and St. Louis County, 26 surrounding counties in eastern and southern Missouri, and 10 counties in southern Illinois.

A 5th issue, called the *Program Guide*, is published in June, but it does not contain advertising.

The copy deadline for each issue and ad rates are listed below.

distributed first week of	covers	FIRM deadline for reservation*	FINAL ART DUE*
January	January–March	December 1	December 7
April	April–June	March 1	March 7
July	July–September	June 1	June 7
October	October–December	September 1	September 7

AD SIZE	<u>Measurements:</u> Width x Height	Cost Per Issue	Full-Year Cost Per Issue**
Back Cover, full color	7.75" x 4.75"	\$1,360.00	\$1,156.00
Full Page (vertical)	10" x 15.5"	\$800.00	\$680.00
1/2 Page (horizontal)	10" x 7.5"	\$400.00	\$340.00
1/3 Page (vertical)	4.875" x 10.25"	\$300.00	\$255.00
1/4 Page (vertical)	4.875" x 7.25"	\$200.00	\$170.00
1/4 Page (horizontal)	10" x 3.625"	\$200.00	\$170.00
1/8 Page (horizontal)	4.875" x 3.625"	\$100.00	\$85.00

* or next work day following this date if 1st or 7th falls on a weekend or holiday

**15% discount for advertisers who commit to a full year (4 continuous issues)

Artwork in digital format is appreciated, but not required. We can accept "camera-ready" artwork or assist you in creating your display ad. Ads are grayscale or black & white unless otherwise noted.

Checks should be made payable to *Greater St. Louis Area Council–BSA*. Advertisers can choose to pay in advance or be billed. A copy of the issue carrying your ad will be provided.

For more information, contact:

Director of Public Relations
 Greater St. Louis Area Council, Boy Scouts of America
 4568 West Pine Blvd., St. Louis, MO 63108-2193
 314-256-3030 or 800-392-0895; FAX: 314-256-3031