

Advertising with the Simon Kenton Council

Simon Kenton Council is proud to provide local businesses and organizations the opportunity to advertise to our membership base through various outlets. Due to printing and mailing costs we do charge to both run advertisements in our council newspaper *The Scouter* and distribute handouts to our unit leaders and families at various meetings throughout the year. Packages are available to make advertising with Simon Kenton Council easy and affordable. You can also choose specific *Scouter* issues and Roundtables to distribute flyers.

Council Information:

Simon Kenton Council operates 11 Scouting districts in 17 counties across central and southern Ohio and Greenup County in northern Kentucky totaling 40,000 youth and close to 8,000 adult volunteers.

Distributing flyers/brochures/handouts at meetings:

Each district holds monthly Roundtable meetings which gather adult leaders from each Scouting pack, Troop and Crew to one location. In addition, each district holds a program kick-off in August where packets are made and distributed to every unit with information, flyers and calendars for the up-coming year.

***The Scouter* Advertising:**

Simon Kenton Council produces and distributes a bi-monthly newsletter, *The Scouter*, to 3,000 Scouting families and leaders across the Council. This is a great way for a business or organization to advertise to a large Scouting audience. In addition to the 3,000 copies mailed, *The Scouter* is available on our council website, www.skcbbsa.org.

Guidelines for distributing flyers at meetings (Roundtables):

- Must be “Scout Friendly.” Flyers may not contain information or artwork that is considered offensive or inappropriate for a family audience. Must be G rated. Marketing Director has the right to refuse any flyer/brochure.
- Copies must be provided to the Council. We will NOT make copies of your flyers or brochures to distribute.
- Flyers will NOT be distributed more than 3 times a year at Roundtable meetings so choose your months wisely (unless otherwise included in one of the packages listed below.)
- Contract must be filled out indicating which Scouting districts should receive the flyer and what months they should be distributed.
- Payment must be received within 30 days of distribution.

Guidelines for Placement of Advertisements in *The Scouter*

- Must be “Scouter Friendly.” Ads must be appropriate for a family audience. Ad must not contain information or artwork that is considered offensive. Editor has the right to refuse any advertisement.
- Ad must be provided as a PDF and emailed to the Editor by the first Friday or the month prior to publication. (Example: Advertisement for January/February 2010 issue is due the first Friday in December 2009). Ad can run in color online & will be gray-scaled for the hard copy.
- Contract must be filled out and faxed/emailed to the marketing director prior to advertisement run.
- Payment for ad must be received within 30 days of ad running.

Pricing for 2010 & January 2011:

One Time Bi-Monthly Advertisement (includes one Roundtable flyer Distribution):

3,000 Copies Mailed

Issues include: March/April May/June July/August Sept/Oct Nov./Dec.

Business Card Size:	\$250
¼ Page Size:	\$375
½ Page Size:	\$650
Full Page Size:	\$1,300

One Time Major Mailing Advertisement – January 2011

(Includes one Roundtable flyer Distribution)

20,000 Copies Mailed

Issue Includes: January/February

Business Card Size:	\$350
¼ Page Size:	\$475
½ Page Size:	\$775
Full Page Size:	\$1,500

Roundtable Flyer Distribution ONLY (Amounts vary depending on Roundtable District)

One Time:	\$75
Two Times:	\$125
Three Months	\$175

Website Posting ONLY (will be visible on activity pages for one month leading up to event)

Description & Flyer	\$100
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PACKAGE DEAL #1:

Three Advertisements. – Does NOT include January/February Mailing

(Covers 6 months of advertising and allows for 6 months of Roundtable flyer distribution)

3,000 Copies Mailed

Issues include: March/April May/June July/August Sept/Oct Nov./Dec.

Business Card Size:	\$650
¼ Page Size:	\$1,125
½ Page Size:	\$1,750
Full Page Size:	\$3,500

The Ultimate Advertising PACKAGE DEAL #2

Year-Round Advertising (3,000/Bi-Monthly) INCLUDING January/February Issue (20,000 Copies)

Program Packet Distribution in the fall/Year-Round Roundtable flyer distribution

Business Card Size:	\$1,300
¼ Page Size:	\$2,500
½ Page Size:	\$3,500
Full Page Size:	\$4,500

PLEASE NOTE:

A sample of the flyer/brochure to be distributed at Roundtable meetings must be emailed to the Marketing Department for approval before copies will be distributed. Do NOT drop off mass quantities of flyers/brochures prior to approval.

Please allow 3 business days for approval before making and delivering copies. A copy of the advertising contract must be included with the delivery of the copies to assure your information is distributed to the right audience.