



## **Support Girls in Colorado and Grow Your Business!**

**(Updated September 2016)**

### **Events calendar**

Do you have an event you think girls will love? Posting in the Events calendar on the Girl Scouts of Colorado website is the easiest way to advertise your event to our more than 30,000 girls and adult members. The Event calendar is a widely used resource that averages more than 6,000 views per month and is used for members and volunteers to plan activities for the year. Events in the calendar can be added by a troop leader directly into her troop's year plan through the Volunteer Toolkit. When you post your event on the Events calendar, Girl Scouts take action!

#### **Pricing:**

**Cost per post:** \$30 non-profit, \$75 corporate

Requesting group and event must align with the mission, vision and values of Girl Scouts of Colorado.

To post an event: <http://www.girlscoutsofcolorado.org/activity-posting-form>

### **Girl Scouts of Colorado Facebook, Twitter, Instagram Advertising**

Boost your Event listing with social media advertising. You can add a Girl Scouts of Colorado Facebook, Tweet or Instagram post and link back to your listing. GSCO has 8,281 active Facebook fans, 4,439 Twitter followers and 1,411 Instagram followers. A powerful combination to get Girl Scout attention! Exclusively available to Event calendar advertisers.

#### **Pricing:**

Package cost for one Event listing and one social media post: \$50 non-profit, \$120 corporate

Additional posts: \$20 each, non-profit; \$50 each, corporate

### **Girl Scouts of Colorado Family Connections E-newsletter**

Place an ad in the quarterly Girl Scouts of Colorado Family Connections E-newsletter! This quarterly email is delivered to the inboxes of 15,000 families and provides information about the events and activities they can be involved with as a Girl Scout family!



#### Ad size and pricing:

Banner: 600 px x 100 px, \$300 per issue

(please submit ad sized 1200 x 200, it will be sized down to 600 x 100)

#### Discounts and deadlines:

- 25% discount for non-profit vendors
- Girl Scout Family Connection E-newsletter– ad reservation and art deadline: 15<sup>th</sup> of February, May, August and November. E-news delivers around the 1<sup>st</sup> of March, June, September and December.

### Girl Scouts of Colorado Volunteer View E-newsletter

Every month 10,000 Girl Scout adult members look for this e-newsletter in their email to learn about the latest information on Girl Scout programs, events and news.

#### Ad size and pricing:

Banner: 600 px x 100 px, \$300 per issue

(please submit ad sized 1200 x 200, it will be sized down to 600 x 100)

#### Discounts and deadlines:

- 25% discount for non-profit vendors
- 15% discount for ads purchased in two or more successive issues
- Girl Scout Volunteer View E-newsletter– ad reservation and art deadline: 1st of the month. Volunteer View delivers around the 15<sup>th</sup> of every month.

### Web Advertising

Girl Scouts of Colorado's website is the hub of our organization, and your ad will get the attention it deserves! The website is widely used by members, volunteers and their families. Each month, the website can total over 100,000 pageviews. Girl Scouts of Colorado offers advertising on our most visited pages, Events, Forms and Resources, Our Program, Camp, Cookies. Troop leaders at the Daisy, Brownie and Junior levels also visit the website regularly to access the Volunteer Toolkit where they plan their troop meetings.

#### Ad size and pricing:

##### Pricing is for a 3-month placement

Square: 200 px x 200 px

Events page, \$900

Forms and Resources page, \$700

Our program page, \$600

Camp or Cookies, \$600

Rectangle : 200 px x 400 px

Events page, \$1,000

Forms and Resources, \$800

Our program, \$700

Camp or Cookies, \$700



**Discounts:**

- 25% discount for non-profit vendors

**Mechanical Specifications for Web Advertising and E-newsletter**

Ads must be created in the above sizes in gif or jpg format and saved for the web (72 pixels/inch)

We cannot accept animated ads at this time.

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Email all final artwork to [Kristin.hamm@gscolorado.org](mailto:Kristin.hamm@gscolorado.org) Questions, call Kristin Hamm at 303-607-4822