

**Girl Scouts, Tarheel Triad Council, Inc.**  
**Ad Rates for G.I.R.L.S. Newsletter (quarterly publication)**

*Rates printed are as of November 1, 2004*

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**Rates for Black and White Ads:**

			<u>Frequency Discounts:</u>	
<b>Full page</b> 10 x 13	\$525	2 x	\$ 435 each	4x \$ 300 each
<b>½ page</b> <i>10 x 6.418- horizontal</i> <i>4.875" x 13 - vertical</i>	\$325		\$ 265	\$ 185
<b>1/4 page</b> <i>4.875 " x 6.418"</i> <i>(appears vertical rather than square)</i>	\$200		\$ 165	\$ 115
<b>1/8 page</b> <i>4,875" x 3.112- horizontal</i> <i>2.312" x 6.418" - vertical</i>	\$125		\$ 105	\$ 80

**Color Add On:**

1 spot color (cyan) + black \$75  
4 color \$175

**Circulation:**

**Newsletter:** The G.I.R.L.S newsletter is printed 4 times a year and is mailed directly to 13,000 households of member's families throughout 13 Piedmont NC counties. (Alamance, Alleghany, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Wilkes, Yadkin.)

**Campbook:** The campbook is mailed to 13,000 households of registered Girl Scout members during the first week of February.. Additional copies are placed in various locations including pediatrician's waiting rooms, recreation center lobbies and libraries.

**Ad sizes :**

Sizes listed above are for the G.I.R.L.S. publication. Ads are also available for the summer camp book which mails the last week in January. Contact Marian King at [mking@tarheeltriad.org](mailto:mking@tarheeltriad.org) for information on advertising in that publication.

**Ad Format:**

Ads can be accepted in EPS or tiff file formats or in Quark XPress 5.0 for Mac. Ads cannot be accepted in PDF format.

## **Girl Scouts, Tarheel Triad Council, Inc.**

### **Copy Deadlines for G.I.R.L.S. newsletter**

Dec. 15                      for February - April issue. Mails the last week in January.

April 1                      for May - July issue. Mails the last week in April

July 1                      for August - October issue. Mails the last week in July.

October 1                    for November - January issue. Mails the last week in October.