



**girl scouts**

of new mexico trails  
4000 Jefferson Plaza NE  
Albuquerque, NM 87109  
(505) 343-1040

**2019 Media Kit**

# Audience Profile

Girl Scouts of New Mexico Trails is one of 111 Girl Scout councils in the United States. We serve over 5,000 girls and volunteers across 23 counties in central and northern New Mexico.

Girl Scouts of New Mexico Trails offers our Program Event Guide and Camp Book as an advertising opportunity for local businesses and organizations. This opportunity allows local businesses and organizations to publicize their programs geared to girls ages 5 to 18 and/or helps Girl Scouts earn Girl Scout Badges.



## Advertising Rates

Effective Issue Date: December 2018

Center Spread	\$1000
Full Page	\$700
1/2 Page	\$500
1/4 Page	\$275
Business Card	\$50
Back Cover	+10%

Ads may appear on a left or right hand page and may be grouped with other advertisements.

<b>Full Page Spread</b> (bleed) 16.75" x 11"  (non-bleed) 8.125" x 10.25"	<b>Full Page</b> (bleed) 8.625" x 10.75"	<b>Full Page</b> (non-bleed) 8.125" x 10.25"	
<b>1/2 Page</b> horizontal 7.75" x 4.75"	<b>1/2 Page</b> vertical 3.75" x 9.75"	<b>1/4 Page</b> 3.75" x 4.75"	<b>1/8 Page</b> 3.75" x 2.25"

Girl Scouts of New Mexico Trails reserves the right, but is not under any obligation to:

- Review or request changes to any advertisement scheduled for insertion
- Accept, retract or reject any advertisement submitted for placement at our sole discretion, whether on the basis of content, advertising format, targeting criteria, or for any other reason
- Review any advertisement to determine the appropriateness of the advertisement for the *Girl Scouts of New Mexico Trails* audience

Ad reservations must be received by: October 31, 2019

Camera-ready artwork due by: November 8, 2019

Payment due in full by: November 8, 2019

Please note: Girl Scouts of New Mexico Trails accepts advertisers who are aligned with Girl Scouts of New Mexico Trails mission and core values. Ads cannot imply endorsement from Girl Scouts of New Mexico Trails or be of political or religious nature.

5000+ Registered Members

2000+ Facebook Followers

11,000+ Email Suscribers

## Contact

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