



BOY SCOUTS OF AMERICA®  
ALAMO AREA COUNCIL

# MARKETING OPPORTUNITIES

For businesses, non-profits and community



For our most up-to-date information go to [www.AlamoAreaBSA.org](http://www.AlamoAreaBSA.org)



Dear Advertiser,

Welcome to another great year of Scouting! Our strong membership continues to grow in the Alamo Area Council, and we believe your product or service is of interest to our scouting families and supportive community. We have 3 different opportunities to connect your company message to our 16,000+ families through our annual publications and events.

- **The Adventure Guide**

An annually printed magazine distributed at the Scouting Expo consisting of Scouting events, training, camping, and office facilities, and other adventure supporting resources. This resource guide has proven to be a family's "go to" for anything and everything in the San Antonio Community, and a general resource given to new Scouting families throughout the program year. By placing an ad in the Adventure Guide, businesses promote to all families and units in the Scouting program for a full year at one low rate.

- **The Summer Catalog**

An annually released digital guide, similar to the Adventure Guide, but target to highlight summer camps and activities for youth. This highly anticipated catalogue is essential for families making summer plans, and businesses within it offer yet another opportunity to connect with families over the excitement of summer.

- **The Scouting Expo**

Held each year in August, the Scouting Expo is similar to a 'trade-show' with vendor booths placed strategically within Scouting events to aid Scouters in crafting their yearly program calendar. Vendors receive a 6 ft table, two chairs, tablecloth, and access to at least 900 of our Scouting volunteers and youth in one-night at the Norris Conference Center.

Why just pick one opportunity when your best value is to be included in all three? See the attached pricing sheet for details, and let's discuss how we can introduce your business to the adventure of Scouting.

Don't miss out on this investment to become one of our Community Partners!

Yours in Scouting,  
*Boy Scouts of America, Alamo Area Council, Inc.*



# 2023 Advertising Opportunities

## Print Ad Sizes and Pricing:

Adventure Guide annual printing in August

Full Pg Ad	7.5" x 10"	\$1400
Half Pg Ad	7.5" x 5"	\$850
1/4 Pg Ad	3.75" x 5"	\$500
1/8 Pg Ad	3.75" x 2.5"	\$300

## Digital Ad Sizes and Pricing:

Digital Summer Catalog annual publish to cover January-August

Full Pg Ad	7.5" x 10"	\$450
Half Pg Ad	7.5" x 5"	\$250
1/4 Pg Ad	3.75" x 5"	\$150
1/8 Pg Ad	3.75" x 2.5"	\$100

## EXPO Table:

Norris Conference Center Thursday, August 3, 2023 at 5:00 PM -8:00 PM

Includes 6ft table, 2 chairs, and black tablecloth

For Profit	\$300
Non Profit	\$150

## Scouting Expo & Print Ad Packages:

Vendor Table & Full Pg Ad	\$1600
Vendor Table & Half Pg Ad	\$1025
Vendor Table & 1/4 Pg Ad	\$675
Vendor Table & 1/8 Pg Ad	\$450

## Scouting Expo & Digital Ad Packages:

Vendor Table & Full Pg Digital Ad	\$650
Vendor Table & Half Pg Digital Ad	\$550
Vendor Table & 1/4 Pg Digital Ad	\$450
Vendor Table & 1/8 Pg Digital Ad	\$350

## Full Marketing Package: Select 3 options below for one price of \$2,000!

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Scouting EXPO Vendor Table | <input type="checkbox"/> Full Pg Print Ad | <input type="checkbox"/> Full Pg Digital Ad |
|   | <input type="checkbox"/> Half Pg Print Ad | <input type="checkbox"/> Half Pg Digital Ad |
|   | <input type="checkbox"/> 1/4 Pg Print Ad  | <input type="checkbox"/> 1/4 Pg Digital Ad  |
|   | <input type="checkbox"/> 1/8 Pg Print Ad  | <input type="checkbox"/> 1/8 Pg Digital Ad  |



# Full Page Ad

(Image Area 7.5 x 10)

# Half Page Ad

(Image Area 7.5 x 5)

# Quarter Page Ad

(Image Area 3.75 x 5)

# Eighth Page Ad

(Image Area 3.75 x 2.5)

# Eighth Page Ad

(Image Area 3.75 x 2.5)

# Advertisement Guidelines

To reserve your option/package email the Boy Scouts of America with your selection(s):

To: Ads@AlamoAreaBSA.org  
Subject: < Company/Org. Name >

Invoices will be sent upon receipt of confirmation email.

## Provide your ad via email and submit in one of the following format/programs:

1. As a high resolution PDF
2. Microsoft Word
3. Adobe Photoshop
4. Microsoft PowerPoint
5. Adobe InDesign
6. .jpeg, .png, .tif files (for pictures)

If a problem should occur with your ad, you will be contacted.

### Submission deadlines:

Summer Catalog: November 1, 2023

Adventure Guide: June 1, 2023

### Don't have time to create your own ad?

Add \$200 to any option/package  
and we will design it for you!

Wording and logo from you one month prior to deadline and  
we will do the rest.

*Ad design approved by you before printing or publishing.*