



About WeOwnAdventure.com

WeOwnAdventure.com is the official online newsletter of record for the National Capital Area Council, Boy Scouts of America.

It is published daily online and read by more than 21,000 registered adult volunteer Scouting leaders in and around the metropolitan Washington, D.C. area including Cubmasters, den leaders, Scoutmasters, Venturing Crew Advisors, Explorer Advisors, and committee members, as well as the corporate executives serving on the Council Executive Board.

Our readers are directly responsible for delivering the Scouting program to 58,000 youth members whom they serve annually. Youth members are five through twenty years of age.

The circulation area covers the District of Columbia and sixteen surrounding counties, including Montgomery County, Prince George's County, Frederick County, Southern Maryland, most of Northern Virginia and the U.S. Virgin Islands. The area is divided into 20 districts, as shown on the map to the right with online reach well beyond Council boundaries.

National Capital Area Council, one of the oldest and largest youth serving organizations in the country, is noted for its strong and active volunteer leadership.

About Capital Comments:

Capital Comments is the Council's semi-monthly email newsletter. Issue sponsors can include a brief write-up of their special Scout offer - be it a skiing package, a Scout Day at a ballpark, discounts, etc. - in any edition. A logo and link to the Scout offer may be included as well. For other online sponsorship opportunities please see page 4 of this document.



Subscriber Profile *

Median Reader's Age:	48.7 years old
Occupation:	Professional/Managerial – 51%
Married Readers:	90%
Average Household Size:	3.5 members
Home Ownership:	92%
College Graduates or Higher:	64.4%
Median Household Income:	\$87,300

* Source: 2012 **SCOUTING 2012 Scouting Subscriber Study**, **Signet Research Inc.** **SCOUTING** is the BSA's bi-monthly magazine mailed nationally to every registered volunteer leader in the BSA. This information is included as an approximation only.

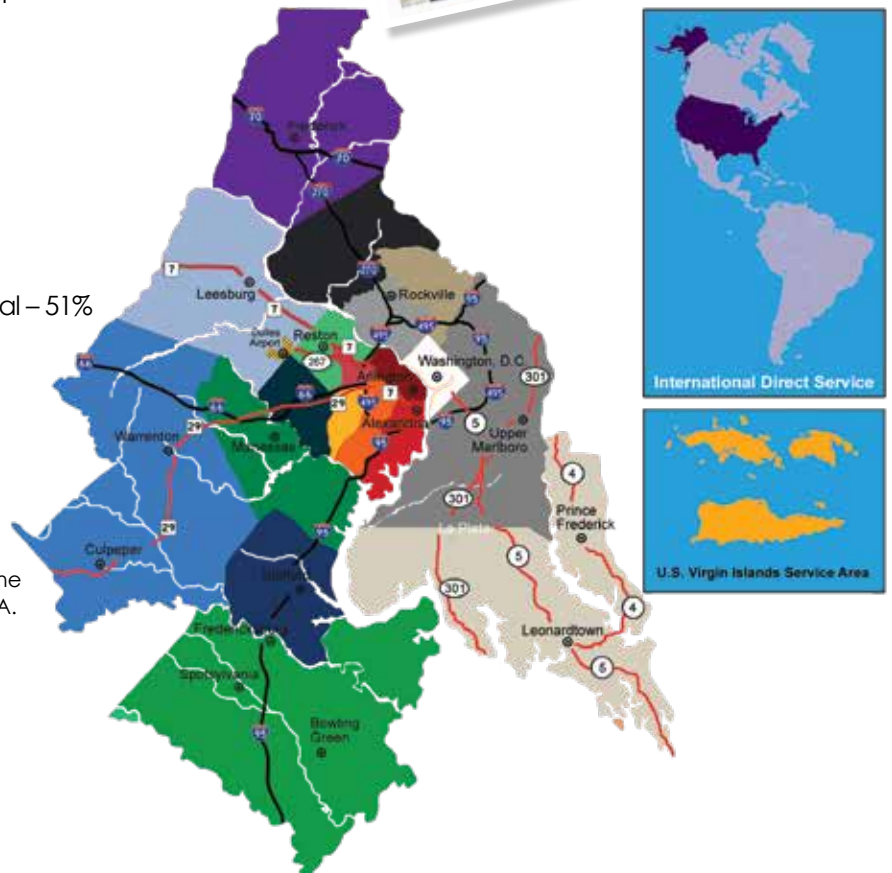
For Ad Information Contact:

Aaron Chusid, Chief Communications Officer

TEL: 301-214-9111 FAX: 301-564-9513

e-mail: Aaron.Chusid@Scouting.org

www.NCACBSA.org/ScouterDigest





Marketing with National Capital Area Council, BSA begins with an ad in NCAC's online newsletter, *WeOwnAdventure.com*, our e-newsletter, *Capital Comments*, or sponsored social media posts. This can range from a display ad on the website to a logo and link on every edition of *Capital Comments* for a full year. As an advertiser your organization receives a variety of other marketing opportunities at no extra charge.

Flyer Distribution

NCAC maintains two kiosks at the Marriott Scout Service Center, located near the information desk and Scout Shop, where current advertisers can have their flyers displayed. Advertisers also have the opportunity to send flyers for distribution at monthly roundtable meetings and annual events. Other opportunities for distribution may be available. Current advertisers are those with an ad, or sponsored post within the past three months.

Event Invitations

Advertisers are invited to set up a display at the University of Scouting and other major events each year. University of Scouting typically attracts more than 1,000 adult leaders from across the Council, all looking for new program opportunities and resources for their Scouts.

Direct Mail

"Platinum Advertisers" can request a single use of one of our mailing lists.

"Platinum Advertisers" are those contracted for \$1,000 or more in advertising for the calendar year. For instance, an advertiser with four Medium Ads (\$300) would qualify, as would an advertiser with one Sponsored Blog Post (\$1,000), and so on.

The mail lists can be customized based on your needs. A database is sent **directly** to the mail house of the advertiser's choice with the commitment that **the file is to be destroyed upon completion of the mailing**. Because of our youth protection policies, at no time is the advertiser permitted to have access to the database.

For more information contact:

Aaron Chusid
Chief Communication Officer
301-214-9111
Aaron.Chusid@Scouting.org



National Capital Area Council, Boy Scouts of America | 9190 Rockville Pike, Bethesda, MD 20814-3897

Contact:

Aaron Chusid

TEL: 301-214-9111 | **FAX:** 240-395-0610 | **Email:** Aaron.Chusid@Scouting.org

To reserve an online sponsorship on the NCAC website, please complete, sign and return this agreement form:

Please check each desired element(s):

- A** Banner ad on Council Blog Main Page: \$500 (728x90)
A static image on our Council Blog promoting Scout-focused activities for one month. Can be targeted based on activities or geography. Limited availability - 5 per month
 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

- B** Tall ad on Council Blog Article Pages: \$500 (300x600)
A static image on our Council Blog promoting Scout-focused activities for one month. Can be targeted based on activities or geography. Limited availability - 5 per month
 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

- C** Medium ad on Council Blog Article Pages: \$300 (300x250)
A static image on our Council Blog promoting Scout-focused activities for one month. Can be targeted based on activities or geography. Limited availability - 10 per month
 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

- D** Sponsored Calendar Listing: \$300
An event listing on our council calendar and Facebook Event pages. Events will also appear in a coming events box on all pages of the site. Listings can include up to 200 words about the event, a graphic 500x500 pixels maximum and a link to your website. Limited availability - only one per week.

- E** Sponsored Blog Post: \$1,000
A Blog Post featured on the Council's blog, explaining how your company can help units deliver the Scouting program. Posts are approximately 750-1200 words with two images and a link to your website. Limited availability - only one per week. One Facebook crosspost included.

- F** Listing in e-Newsletter: \$100
A listing in our semi-monthly e-newsletter sent to over 50,000 local Scout leaders. Listings can include up to 50 words, a graphic (100x100 pixels), and a link your website.
 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

- G** Dedicated Email Blast: \$1,000
A sponsored email sent to our Scouting email list promoting events/products that can help units deliver the Scouting Program. Listings can include up to 200 words about the event/product, a graphic 500x500 pixels maximum, a subject line and a link to your website. Limited availability.

- H** Sponsored Social Media Post: \$200
A Social Media Post featured on the timeline of NCAC's Facebook, Instagram, Twitter, or LinkedIn explaining how your company can help units deliver the Scouting program. Posts are approximately 50 words with a cover image and a link to your website. Limited availability - only one per week.

- I** Sponsored Table for One Council Event: \$150
An opportunity to set up a vendor table at a major event, such as University of Scouting or Program Launch, and receive face time with our volunteers. *Included with items A, B, E, G*

- J** Sponsored Table for Three Council Events: \$300
An opportunity to set up a vendor table at three events.

Platinum Advertisers: \$1,000+ Annually

What you will receive:

A one opportunity to send a mass mailing to over 50,000 Scout families to explain how your company can help units deliver the Scouting program. Limitless opportunities to handout fliers at Roundtable meetings with the district's approval or display fliers in the NCAC office lobby. Monthly opportunities to post on the Council social media pages.

Additional Fees \$ _____ Total due \$ _____

Company Name _____

Date of Event for Option "D" _____

Address _____

E-Mail Address _____

Phone (Business) _____ - _____ - _____ (Other) _____ - _____ - _____ Date _____

I have read and I agree to all terms on this sheet.

Name typed or printed

Signature

- Additional Fees:** \$75 hourly rate for design and composition (for all ads requiring any digital work by NCAC)
- Schedule:** Please allow 3-5 business days to post ad content on the Website, Council Blog or Social Media pages.
- Terms:** Full Payment is due within 30 days of invoice date.
- Submissions:** Graphics are best submitted as JPG or GIF files. The NCAC, BSA Marketing Department works in Adobe CC. Materials may be submitted via email to Aaron.Chusid@Scouting.org. *We can receive attachments up to 10MB in size.* Please contact Aaron Chusid with any questions.

You may fax this completed, signed, Ad Agreement to 240-395-0610

Thank you for your generous support of National Capital Area Council, Boy Scouts of America