

G.I.R.L. GUIDE

go-getter / innovator / risk-taker / leader

2020 - 2021

Partner Promotions

Promotion A - \$200	Promotion B - \$500
Facebook Event Listing (up to 4)	Facebook Event Listing (up to 6)
Program Partner Web page inclusion	Program Partner Web page inclusions
GSHPA Event Calendar Webpage (up to 4)	GSHPA Event Calendar Web page (up to 4)
	Flyer distributed to Service Units (partner provides copies)
	Links in GSHPA Monthly Email to Service Units and Troops

Additional Options

Price	Options
\$250	1/3 page ad in G.I.R.L. Guide
\$500	1/2 page ad in G.I.R.L. Guide and choice of: 1 postcard mention OR 1 sponsored blog post
\$850	full page ad in G.I.R.L. guide and choice of: 2 postcard mentions OR 2 sponsored blog posts
\$1,000	sponsored article in G.I.R.L. guide including 2 photos, and 4 postcard mentions <i>*limited to 3 partners</i>

Reservation and Payment Information Form

Yes, my organization wants to be a part of the 2020-2021 G.I.R.L Guide!

Payment and Ad Submission:

Pay for and submit your interest online using GSHPA's secure [form](#).

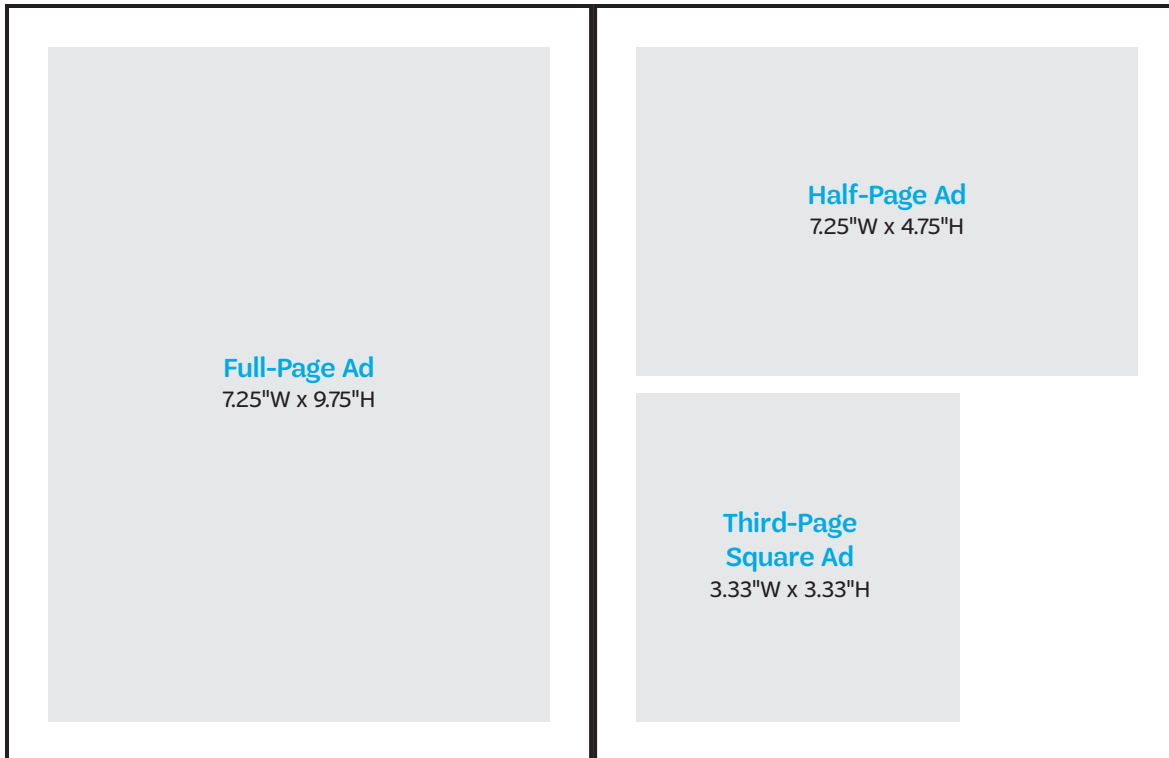
If you are not prepared to submit your ad or payment today, please complete the online [form](#) and let us know which package you will purchase. We will be back in touch to collect your ad at a later date, and/or to provide alternative payment options, if you choose not to pay online.

If you have specific questions about Program Partnerships, please contact Lutricia Eberly at leberly@gshpa.org.

Thank you for your support of Girl Scouts in the Heart of Pennsylvania!



SPECIFICATIONS



- **Size:** Correct ad sizes shown above
- **Resolution:** 300 dpi
- **Format:** High-resolution PDF with all fonts embedded. Other acceptable formats include 300 dpi JPEG or TIFF. No Microsoft Word documents.
- **Color Space:** CMYK. All PMS and spot colors must be converted to CMYK. Files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.

GSHPA adheres to industry standards for color calibration and reproduction. However, due to the limitations of partner proofing and the variations in monitor color display, we cannot guarantee that the reproduction of your ad will *exactly* match the color displayed on your monitor.





Sponsored blog post specifications:

- 350-1000 words
- Up to 3 submitted photos
- Include relevant links to external websites

Blog posts must be of a subject of interest to Girl Scouts, parents or volunteers. Girls discover, connect and take action through activities that are girl led, cooperative, and hands-on. A blog should tie to at least one of the 5 leadership outcomes of the Girl Scout Leadership Experience:

- Strong sense of self
- Positive values
- Challenge seeking
- Healthy relationships
- Community problem solving

Seeking inspiration for the blog post? [Click here to search Badge Explorer](#) by either Girl Scout level, or topic: STEM, Outdoors, Life Skills, Entrepreneurship, Art, Citizenship, Financial Literacy, Health, and Relationships.

Blog Photo Specifications:

- Images have to be at least 300 dpi resolution
- Images must be JPG. or PNG. format
- Images should not exceed 10 MB in size
- Images should not be pixelated or stretched out
- Limit text in images
- Images must be watermark free
- Image size must not exceed 2500 pixels

Postcard Specifications

Postcards are mailed quarterly to GSHPA membership. Each postcard will highlight upcoming GSHPA or Program Partner events. Partners who purchase this option may submit one image (300 pixels square), header text, and a description of up to 20 words.