



# SCOUTINGMAGAZINE.ORG DIGITAL PRODUCTION SPECIFICATIONS AND GUIDELINES

Scoutingmagazine.org users can stay current with all the latest BSA news and program updates, read outdoor gear reviews, check out Bryan on Scouting's daily blog, enter contests, and more.

## STANDARD DIGITAL UNITS

728px X 90px Banner

300px X 600px Wide Skyscraper

300px X 250px Medium Rectangle

## PREMIUM DIGITAL UNITS

Expandable Banner

Video Extender

Floating Unit

Merry-Go-Round

Peelback

Webpage Sponsorship

Homepage Hotlist

Games Page Wrapper

**File Formats Accepted:** GIF, JPG, PNG, HTML5, 3rd party

**Rich Media Format:** Animated GIF, static GIF, JPEG. Maximum 200K for all web ads.

**Animation:** Animation may loop 3x, 24 fps, 15 seconds max recommended for standard ad units.

**Premium Digital Units:** Production specification and guidelines vary by unit. Visit [mediakit.scoutingmagazine.org](http://mediakit.scoutingmagazine.org) for live examples.

**Material Requirements for In-House Services:** Photos: Supplied images should be at least 300 dpi in RGB. Logos: Vector .png or .ai files preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be at least 300 dpi.

**Standard Guidelines:** DoubleClick for Publishers (DFP) is used to serve all Boy Scouts of America publications.

## DIGITAL PRODUCTION MATERIAL DELIVERY AND INQUIRIES

Deliver materials via email to Patrice Eulin, Digital Production at [advertising@scouting.org](mailto:advertising@scouting.org). Include: publication name, issue, advertiser, and print or digital in the subject line. Patrice Eulin at [advertising@scouting.org](mailto:advertising@scouting.org) or 972-580-2199 with digital production inquiries.

Scouting®