SOMETIMES THE ROAD LESS TRAVELED ISN’T A ROAD AT ALL.
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Published by the Boy Scouts of America (BSA), *Scouting* provides the latest news and information for millions of active adult Scout parents, volunteers and leaders.

With “all-things scouting” editorial content designed to strengthen leadership roles and provide parenting tips, *Scouting* magazine has been a valued resource for Scouting families for generations.

*Scouting*’s smart journalism and practical tips provide information readers need for their outdoor, Scouting and adventurous family lifestyle.
SCOUTING 2020 MEDIA KIT

1.8 million readers
720 thousand circulation

PRINT
DIGITAL
PODCAST
BLOG
VIDEO
SOCIAL MEDIA
SPONSORED CONTENT

DIGITAL
SCOUTINGMAGAZINE.ORG

2M+ monthly impressions
730K monthly page views
660K monthly unique impressions

SOCIAL MEDIA FOLLOWERS

facebook

153K

twitter

28.3K

instagram

13.6K

youtube

445K views

69% male
31% female

48.7 average age
3.5 people avg. house
$105 thousand avg. HHI

NUMBERS AT A GLANCE
It’s the best non-paid job in the world. He revels in indulging his inner child. She gets quality time with her kids away from screens. They both believe in Scouting’s foundation of adventure, family, fun, character and leadership is critical to the development of today’s youth. They are Scouting magazine readers.

Parents, adult volunteers and BSA professionals turn to Scouting magazine to plan group activities – from camping trips to fundraising – and for BSA-values based parenting tips.

720 thousand circulation 1.8 million readers

3.5 average PPL in HH $105 thousand HHI
FUNDRAISING WITH THE SCOUTS

• Reach more than 100,000 BSA units
• Earn the loyalty of millions of dedicated youth and leaders ready and eager to sell your product
• A powerful sales force that embodies integrity, upholds values and, as a direct result, has the power to influence
• Almost nine out of 10 adult leaders and parents (89.6%) indicated they help their Scout unit decide what type of fundraising activities the youth will take part in
• More than six out of 10 (65.3%) hold more than one fundraiser per year

2,186,142 TOTAL SCOUT MEMBERSHIP
EDITORIAL DEPARTMENTS

ROUND TABLE DEPARTMENTS
WHAT I’VE LEARNED
A Q&A with an experienced Scouter

ADVANCEMENT FAQ
Scouting award and advancement FAQs answered

CUB SCOUT CORNER
Vital info for Cub Scout den leaders/Cubmasters

ETHICS
An ethical problem posed for discussion

WHAT WOULD YOU DO?
Field-tested reader solutions to reader problems

YOUR KIDS
Timely tips on parenting for the modern American family

MERIT BADGE CLINIC
How to “liven up” merit badge instructions for today’s Scout - new badges highlighted each issue

OUTDOORS DEPARTMENTS

GEAR
Must-have gear items for Scouting adventures

HEALTH & WELLNESS
Tips from a Men’s Health contributing editor

SURVIVE THIS!
An emergency solution gets quickly solved

GROUND RULES
Quizzes/info to know before the next Scouting outing

TRAIL GUIDE
Prepares readers for upcoming trips to specific destinations

WHERE AM I?
A new mystery location each issue – readers guess to win prizes

COOL CAMPS
Features the nation’s best Scout camps
# 2020 Editorial Calendar

## January - February 2020

**Cover:** Philmont Family Adventure

**Roundtable**
- **What I’ve Learned:** Hornaday Gold Medal recipient John Moriarity
- **Scouting FAQs:** Scouter’s Training Award and Scouter’s Key
- **Cub Scout Corner:** Secrets of a Megapack
- **Your Kids:** The Real Play Revolution: Why We Need to Be Silly with Our Kids and How to Do It
- **Merit Badge Clinic:** Family Life
- **Ethics:** Topic TK
- **Boys’ Life Preview:** A look at selected articles in the next two issues of Boys’ Life magazine.

**Features**
- **Philmont Family Adventure:** Here’s what the new program has to offer. Will include sidebar about a similar upcoming program at the Summit.
- **Powder Horn Roundup:** A roundup of this high-adventure training program available for adults and older youth as carried out in Hawaii, Northeastern Pennsylvania and Texas.

**Mount Hood Winter Programming:** The Cascade Pacific Council runs the Aubrey-Watzek lodge, which offers outdoors winter programming. It’s a challenge sometimes to get Scouts outdoors in the cold, and this council has come up with a unique solution.

**Outdoors**
- **Great Gear:** Headlamps/camp lighting
- **Health and Wellness:** Improve diet without sacrificing food you love
- **Ground Rules:** How to cross areas off the trail
- **Survive This:** Survival close to home
- **Scouting Show & Tell:** Troop trailer designs
- **Cool Camps:** Camp Don Harrington in Texas
- **Scouters in Action:** Jon Beard

## March - April 2020

**Cover:** TBD

**Great Gear:** Daypacks

**Health and Wellness:** Vegetarian/vegan options

**Ground Rules:** Duty rosters

**Survive This:** Surviving using your vehicle

**Scouting Show & Tell:** TBD

**Cool Camps:** TBD

**Scouters in Action:** Ben Sebastian

## May - June 2020

**Cover:** TBD

**Great Gear:** Trekking poles

**Health and Wellness:** Healthy Dutch oven recipes

**Ground Rules:** Practical uses for knots

**Survive This:** Predicting weather

**Scouting Show & Tell:** TBD

**Cool Camps:** TBD

**Scouters in Action:** Bruce Johnson

## September - October 2020

**Cover:** TBD

**Great Gear:** Camp chairs

**Health and Wellness:** Scouter weight-loss success stories

**Ground Rules:** Sleeping with no tent or hammock

**Survive This:** Tracking animals

**Scouting Show & Tell:** TBD

**Cool Camps:** TBD

**Scouters in Action:** Chester Darlington

## November - December 2020

**Cover:** TBD

**Great Gear:** Low-cost gear

**Health and Wellness:** Shape up for high-adventure camps

**Ground Rules:** Documenting memorable outings

**Survive This:** Surviving with a group

**Scouting Show & Tell:** TBD

**Cool Camps:** TBD

**Scouters in Action:** Eric Frederick

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*Editorial content may change throughout the course of the year. When considering editorial alignment, please confirm with sales representative.*
BLOGS & NEWSLETTERS

BRYAN ON SCOUTING BLOG
Bryan on Scouting is the official daily blog of Scouting magazine. It features up-to-the-minute news, inspirational stories, program updates and valuable tips from contributing writer, Bryan Wendell, and other Scouting writers. With more than 13 thousand subscribers, it is one of the most-read blogs among BSA adult leaders. Content is also shared in daily email and social media.

SCOUTING WIRE BLOG & NEWSLETTER
Scouting Wire is the official blog of the Scouting movement. With content including activities, finance, fundraising and leadership training, this daily blog offers engagement opportunities with Scouting decision-makers.

Newsletters with Scouting Wire content are regularly sent to a combined audience of more than 1.2 million parents, volunteers, professionals, leaders and alumni subscribers.

BRYAN ON SCOUTING
620K average monthly views

SCOUTING WIRE
65K average monthly views

BLOG SPONSORSHIP RATES & INQUIRIES
Contact your Sales Manager for details on sponsored posts and rate inquiries or email advertising@scouting.org.
SOCIAL, ONLINE & VIDEO

SCOUTINGMAGAZINE.ORG
ScoutingMagazine.org offers useful Scouting-related content, including program updates, activity ideas for packs, troops and crews, tips, gear reviews, buying guides, health and wellness, parenting advice and fun contests.

SCOUTING LIVE!
Scouting Live! is the Facebook Live video platform brought to you by the Scouting editorial team, posting regularly on cool topics, news, giveaways and more. Additional video categories include: recipes, how-tos, and interviews, Cool Camps, and time-lapse videos.

SCOUTING MAGAZINE SOCIAL PLATFORMS
Scouting magazine’s social platforms engage hundreds of thousands of adult Scouter and parents. This includes the platforms Facebook, Twitter and Instagram TV.

ONLINE, SOCIAL & VIDEO CONTENT
Sponsored social media posts, custom video, live video sponsorship, native content, web page sponsorship and high-impact ad units are customizable and available.

RESPONSIVE DESIGN:
Viewable across mobile, tablet and desktop
TOTAL PAGEVIEWS:
697,000+ /MONTH
AVG. TIME SPENT: 3:14
TOP PAGES VIEWED:
Bryan on Scouting, Program Updates, Outdoor

338K active social following
2M+ monthly impressions
730K monthly page views
660K monthly unique impressions
## DISPLAY PRINT PRODUCTION CALENDAR

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
<th>CONTRACT</th>
<th>FRACTIONAL PAGE MATERIALS</th>
<th>FULL PAGE MATERIALS</th>
<th>PRINT EDITION ON-SALE</th>
<th>DIGITAL EDITION ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January / February</td>
<td>10/30/18</td>
<td>11/05/18</td>
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<td>March / April</td>
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<td>May / June</td>
<td>02/28/20</td>
<td>03/07/20</td>
<td>03/15/20</td>
<td>05/07/20</td>
<td>02/15/20</td>
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<td>07/15/20</td>
<td>09/03/20</td>
<td>03/15/20</td>
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<tr>
<td>November / December</td>
<td>08/29/20</td>
<td>09/06/20</td>
<td>09/16/20</td>
<td>12/03/20</td>
<td>04/15/20</td>
</tr>
</tbody>
</table>

Print edition advertising also appears in the digital edition which is available to subscribers on smart phones and tablets.
DISPLAY PRINT

PRODUCTION INSTRUCTIONS

PRINT EDITION SPECIFICATIONS
Bleed sizes figured to allow 1/8” trim on both sides, top and bottom. Any material intended to remain after trimming must be kept 1/8” in, from top, bottom and sides of trimmed size. All files supplied must be CMYK. PDF/X-1a format files required for submission.

DIGITAL APP EDITION SPECIFICATIONS
Scouting is available as an enhanced digital edition on the following platforms: Google Play, iTunes, Amazon and Texture. All advertisers running in the print edition will be included in the digital edition with the exception of inserts. No additional creative or forms are necessary for inclusion. Contact your Sales Representative or advertising@scouting.org for more information.

PROOFS
Scouting magazine is printed Web Offset/Saddle Stitched, computer-to-plate. Please provide electronic/digital production materials and include SWOP-approved proof. All digital data must conform to SWOP specifications. Negatives or positives will not be accepted.

INSERTS
Single sheet and multi-page or gatefold insert advertising spaces available. Bind-ins: Cards, inserts, booklets and other special bind-in material accepted pending postal approval. All rates upon request.

ASSETS FOR SECTIONS & SPECIAL PACKAGES
Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .EPS or .AI file types. Convert type to outlines unless fonts are provided.

FTP UPLOAD INSTRUCTIONS (7MB+ FILES)
Send confirming email to advertising@scouting.org. Filename should include: Publication name, issue month (two) characters and first three characters of advertiser’s name. Compress all files.

Host: https://securedrop.scouting.org
Username: AdsBSA
Password: blsc
Folder: Advertising

Print edition advertising also appears in the digital edition which is available to subscribers on smart phones and tablets.

PRINT & DIGITAL EDITION MATERIALS DELIVERY & INQUIRIES
ADVERTISING@SCOUTING.ORG

Include publication name, issue, advertiser, and “print” or “digital” in the subject line. If larger than 7MB, upload to FTP site.
## DISPLAY PRINT

### PRODUCTION SPECIFICATIONS

<table>
<thead>
<tr>
<th>UNIT SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pub Trim Size</td>
<td>8” x 10 ½”</td>
<td>8 ¾” x 10 ¾”</td>
<td>7 ¼” x 10 ¼”</td>
</tr>
<tr>
<td>Page (420) Lines</td>
<td>7 ½” x 10”</td>
<td>8 ¼” x 10 ¾”</td>
<td>7 ¼” x 4 ¼”</td>
</tr>
<tr>
<td>2 Columns (¼ pg)</td>
<td>4 ¾” x 10”</td>
<td>4 ¾” x 10 ¾”</td>
<td>4 ¾” x 10”</td>
</tr>
<tr>
<td>½ - Pg Horizontal</td>
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<td>8 ¼” x 5 ¼”</td>
<td>7 ¼” x 4 ¼”</td>
</tr>
<tr>
<td>½ - Pg Vertical</td>
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<td>4 ½” x 10 ¾”</td>
<td>3 ¼” x 10”</td>
</tr>
<tr>
<td>Digest Size</td>
<td>4 ¾” x 6 ½”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>½ - Pg Vertical</td>
<td>2 ¾” x 10”</td>
<td>3 ¾” x 10 ¾”</td>
<td>2” x 10”</td>
</tr>
<tr>
<td>½ - Pg Square</td>
<td>4 ¾” x 4 ¾”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>½ - Pg Vertical</td>
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</tr>
<tr>
<td>2 Facing Pgs (Gutter Bleed)</td>
<td></td>
<td>14 ¾” x 10”</td>
<td>14” x 10”</td>
</tr>
<tr>
<td>Facing Pg (Full Bleed)</td>
<td></td>
<td>16 ¾” x 10 ¾”</td>
<td>15 ¼” x 10”</td>
</tr>
</tbody>
</table>

Print edition advertising also appears in the digital edition which is available to subscribers on smartphones and tablets.

### MEDIA RATES INQUIRIES

Cover advertising is non-cancellable and run-of-book display advertising units are cancellable up until issue contract close date. Covers can be combined with other space units to earn discount. Contact your Sales Representative for details and rate inquiries or email advertising@scouting.org.
Scoutings classified Shop at Home section is the go-to place for readers to find gifts, customizable products, campgrounds across the country, official BSA merchandise, insignia, outdoor gear and more.

The Shop at Home with Official Licensees section features more than 135 official licensees from virtually every industry from apparel to outdoor gear to home decor.

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
<th>CONTRACTS &amp; MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January / February</td>
<td>11/05/18</td>
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<tr>
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<tr>
<td>May / June</td>
<td>03/07/20</td>
</tr>
<tr>
<td>September / October</td>
<td>07/05/20</td>
</tr>
<tr>
<td>November / December</td>
<td>09/06/20</td>
</tr>
</tbody>
</table>

Print edition advertising also appears in the digital edition which is available to subscribers on smart phones and tablets.
ONLINE PRODUCTION CALENDAR & SPECIFICATIONS

STANDARD AD TYPES
728x90 banner, 300x250 rectangle, 300x600 skyscraper.

PREMIUM AD TYPES
Web page sponsorships and wraps. Inquire about custom ad types.

ACCEPTED FILE FORMATS & RICH MEDIA FORMATS
GIF, JPG, PNG, HTML5, third party accepted. Animated GIF, static GIF, JPEG. Maximum 200K for all web ads.

ANIMATION
May loop three times, 24 FTP, 15 seconds max recommended for standard units.

IN-HOUSE CREATIVE SERVICES
Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .EPS or .AI file types. Convert type to outlines unless fonts are provided.

STANDARD GUIDELINES
Google Ad Manager is used to serve all Boy Scouts of America publications.

CUSTOM & SPONSORED CONTENT, CONTESTS
Supply high-resolution logo, URLs, tags, handles, copy, etc. as instructed by our digital team. Assets will vary based on media elements and creative needs.

ONLINE PRODUCTION MATERIALS DELIVERY & INQUIRIES
ADVERTISING@SCOUTING.ORG

ONLINE PRODUCTION CALENDAR
STANDARD WEB BANNERS
Due 10 business days prior to post date

PREMIUM & RICH MEDIA UNITS
Due 14 business days prior to post date

DIGITAL CONTEST COMPONENTS
Assets due 21 business days prior to post date

ONLINE CUSTOM CONTENT
Assets due two weeks prior to post date

SPONSORED WEB PAGES
Assets due five days prior to post date

FACEBOOK & TWITTER POSTS
Assets due one week prior to post date

* Dates may vary
Scouting’s classified section, Shop at Home, is the go-to place where readers can find great gifts, customizable products, campgrounds across the country, official BSA merchandise, insignia, outdoor gear and more.

The Shop at Home with Official Licensees section features more than 135 valued licensees that represent every industry from apparel to outdoor gear to home decor.

As one of the most recognized and iconic brand names in the world, the Boy Scouts of America brand represents dependability, leadership and trust, and portrays adventure, independence, and blazing one’s own trail. Our valued licensing partners leverage those qualities for increased market share, brand equity and customer loyalty.
## Classified Print Rates

<table>
<thead>
<tr>
<th>SIZE (WXH)</th>
<th>1 X B&amp;W</th>
<th>1 X 4C</th>
<th>3 X B&amp;W</th>
<th>3 X 4C</th>
<th>5 X B&amp;W</th>
<th>5 X 4C</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$380</td>
<td>$460</td>
<td>$355</td>
<td>$430</td>
<td>$345</td>
<td>$415</td>
</tr>
<tr>
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<td>$575</td>
<td>$690</td>
<td>$530</td>
<td>$640</td>
<td>$510</td>
<td>$615</td>
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<td>$855</td>
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<td>$820</td>
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<td>$1,835</td>
<td>$1,415</td>
<td>$1,705</td>
<td>$1,355</td>
<td>$1,635</td>
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<tr>
<td>2.25” x 4.5”</td>
<td>$1,710</td>
<td>$2,060</td>
<td>$1,590</td>
<td>$1,915</td>
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<td>$2,285</td>
<td>$1,765</td>
<td>$2,125</td>
<td>$1,695</td>
<td>$2,040</td>
</tr>
</tbody>
</table>

**Classified Rate Inquiries**
Email us at advertising@scouting.org
### Classified Print Production Calendar

<table>
<thead>
<tr>
<th>ISSUE MONTH</th>
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<tbody>
<tr>
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<tr>
<td>May / June</td>
<td>03/07/20</td>
</tr>
<tr>
<td>September / October</td>
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</tr>
<tr>
<td>November / December</td>
<td>09/06/20</td>
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</table>

Print edition advertising also appears in the digital edition which is available to subscribers on smart phones and tablets.
Scouting magazine is printed Web Offset/Saddle Stitched, computer-to-plate.

**PRINT SPECIFICATIONS**
All files supplied must be CMYK. PDF/X-1a format files required for submission.

**FTP UPLOAD INSTRUCTIONS**
7MB+ Files: Send confirming email to leah.myers@scouting.org. Preferred filename should include: Publication name, issue month (two) characters and first third characters of advertiser’s name. Compress all files.

### CLASSIFIED AD SIZES

- 2.25” x 1.0”
- 2.25” x 1.5”
- 2.25” x 2.0”
- 2.25” x 2.5”
- 2.25” x 3.0”
- 2.25” x 3.5”
- 2.25” x 4.0”
- 2.25” x 4.5”
- 2.25” x 5.0”

**SAMPLE 1 INCH AD**

**CLASSIFIED PRINT MATERIALS DELIVERY & INQUIRIES**

ADVERTISING@SCOUTING.ORG
ENGAGEMENTS THAT WORK

MARKETING & PARTNERSHIP OPPORTUNITIES
The Boy Scouts of America (BSA) builds programs that connect brands with American families. From multimedia advertising to sponsorships and retail opportunities, BSA is your go-to source for creating marketing and partnership programs that effectively engage families with your brand.

EVENTS
Each year, BSA hosts high-energy youth- and adult-centered events. These international, national, regional and local events offer brands the unique opportunity to truly engage with loyal Scouts.

PROPERTIES
Our four national high adventure bases and 1,000+ local properties throughout North America are used to build character, confidence and camaraderie. Sponsor specific venues, activities and experience these life-changing outings.

PROGRAMS
Our advancement, humanitarian, outdoor and educational programs reach young people in a positive, meaningful way. From sponsoring a merit badge to leading a STEM initiative, there are opportunities for program-related partnerships at every level of Scouting.

LICENSING
We offer a robust licensing program that reaches millions of American youth and families, repeatedly earning us a spot as one of the top 150 global licensors according to 2018 License! Global magazine.

SALES
The BSA’s comprehensive, multichannel sales platform provides targeted opportunities for brands to engage families. Additionally, brands may partner with the us to drive sales in third-party channels such as traditional retailers and e-Commerce through marketing campaigns and promotions.

CLASSIFIED RATE INQUIRIES
Email us at advertising@scouting.org
ADVERTISING ACCEPTANCE POLICY

Both editorial and advertising content is needed to make publications fun, exciting and beneficial for the reader. The advertising in BSA publications contributes to the reader’s value but cannot be counter to the goals and values of the movement.

Product endorsement by any member of BSA is not acceptable.

Any proposed copy or illustration involving the use of the uniforms or the insignia of Scouting must be submitted for review five days prior to the material due date.

It is within the discretion of the BSA to request samples for appraisal of items offered in advertising. All advertising copy and artwork for Scouting magazine must be of a nature that would be deemed acceptable and in accordance with the principles and objective of the BSA.

No advertising copy or artwork, or any elements of the product or service being advertised, may have sexual/violent over or undertones.

All contest advertising must also be in compliance with U.S. Postal Service requirements of periodical mail. These requirements include a statement of “No Purchase Necessary” and a defined end date of the contest.

Advertising for products with alcohol or tobacco content is not acceptable.

Advertisements for firearms, ammunition, weapons and all outdoor and camping gear must conform to the BSA safety manual and all applicable federal or state regulations.

Not acceptable are any products the BSA Health and Safety advisors deem as potentially dangerous or undesirable, i.e., martial arts instruction and weapons, fireworks, sneezing powder, etc.

The publisher reserves the right to refuse advertising for any animal, fish or bird or species the BSA believes should not be collected or kept on exhibit or as a pet. Switchblades, stilettos and knives resembling such are not acceptable.