

2025 Birthplace Bound Troop Travel Planner

Advertising Kit



Dear Vendor,

An exciting opportunity is coming your way! The Juliette Gordon Low Birthplace is republishing our travel guide, **Birthplace Bound**, for the 25,000 Girl Scouts who travel to Savannah each year. Troop reservations are filling up fast, and we want to offer you space to promote your business to Girl Scouts looking to enjoy all the activities our coastal region has to offer.

Birthplace Bound is the primary resource used by Girl Scouts to make choices about food, lodging, and attractions while in Savannah. The publication is fully digital and distributed to every Girl Scout Council in the United States, reaching the 1.7 million Girl Scouts. **The deadline for initial publication is September 2nd, 2024.**

In addition to advertising in Birthplace Bound, we invite you to join the **Circle of Friends (COF)**, our dedicated membership group committed to preserving Savannah's first National Historic Landmark. Ads for COF members include a membership symbol, highlighting your business's support for our preservation efforts. Community Partner level members and above enjoy a discount on advertisement pricing.

Please let us know if you have any questions. We'd love to meet with you at your business or host you here at the Birthplace. While here, we can show you our facilities, programs, and operations. We look forward to receiving your advertisement and thank you for providing service to our Girl Scout visitors!

Sincerely,
Danielle Christian
Community Relations Manager at the Juliette Gordon Low Birthplace



Juliette Gordon Low
Birthplace Museum

For additional information, contact Danielle Christian, Community Relations Manager of the Juliette Gordon Low Birthplace, at 912-257-4297 or dchristian@girlscouts.org

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REACH GIRL SCOUTS TRAVELING TO SAVANNAH

- The Juliette Gordon Low Birthplace hosts over **25,000 Girl Scouts** who visit the Savannah area. Many look to the Birthplace for travel recommendations and itinerary suggestions.
- Digital copies of Birthplace Bound are sent all 112 Girl Scout councils nationally, as well as overseas, and reach **1.7 million currently registered Girl Scouts**.
- Birthplace Bound will be published in January 2025 via our website: juliettegordonlowbirthplace.org.

BECOME A CIRCLE OF FRIENDS MEMBER

- Circle of Friends members support Savannah's first National Historical Landmark and help preserve the life and legacy of Juliette Gordon Low.
- Those who donate at the Community Partner level or above receive a **10% discount** on the price of their advertisement.
- Member ads of any level feature a **membership symbol**, letting readers know your business supports our historic site.
- See page 6 for a full list of corporate membership benefits.



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ADVERTISING RATES FOR 2025

SIZE	STANDARD RATE	COMMUNITY PARTNER CIRCLE OF FRIENDS DISCOUNT
1/8 Page	\$420	\$378
1/4 Page	\$680	\$612
Half Page	\$1,000	\$900
Full Page	\$1,575	\$1,417

ADVERTISING DIMENSIONS

SIZE	WIDTH	HEIGHT
1/8 Page	3.6875 inches	2.375 inches
1/4 Page	3.6875 inches	4.875 inches
Half Page	7.5 inches	4.875 inches
Full Page (trim)	8.25 inches	10.75 inches
Full Page (bleed)	8.5 inches	11 inches

DEADLINES

Payment Due:
September 2nd, 2024

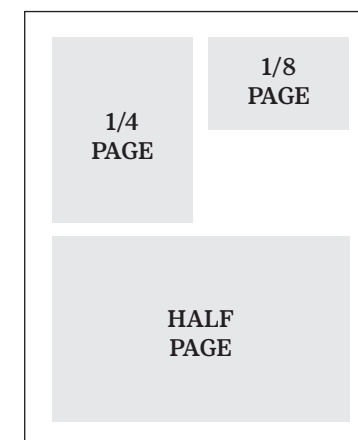
Material Deadline:
October 7th, 2024

Publication Date:
January 1st, 2025

BONUSES & DISCOUNTS

Any size ad includes an addition of a line listing on our quick reference map with your businesses contact information, free of charge.

Businesses who join Circle of Friends at any level receive a membership symbol on their ad, indicating your support. Those who donate at the **Community Partner** level or above enjoy a 10% discount on all ad prices.



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Insertion Order

ORDER FORM

The Juliette Gordon Low Birthplace is authorized to publish a _____ size ad in the 2025 Birthplace Bound Troop Travel Planner.
I agree to pay a total of _____ by the payment deadline.

NAME OF CLIENT

NAME AND TITLE

CLIENT'S BILLING ADDRESS

CITY

STATE

ZIP CODE

CLIENT'S PHONE NUMBER

WEB ADDRESS

EMAIL ADDRESS

I hereby authorize the Juliette Gordon Low Birthplace to charge the following credit card as outlined above.

CARD TYPE

CARD NUMBER

EXP DATE

SIGNATURE

DATE



Juliette Gordon Low Birthplace Circle of Friends

- ☐ No, our business is not interested in joining Circle of Friends.
- ☐ Yes, our business wants to join Circle of Friends to help support ongoing preservation needs of the Birthplace.

Corporate Membership Levels

- ☐ Local Sponsor (\$100 per business)
- ☐ Community Partner (\$500 per business)
- ☐ Regional Patron (\$1,000 per business)
- ☐ Corporate Benefactor (\$5,000 per business)
- ☐ Executive Visionary (\$10,000 per business)

Donation Amount: _____

Signature: _____



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LINE LISTING INFORMATION

The following information will be displayed in Birthplace Bound on our quick reference map for easy access to readers.

BUSINESS NAME

BUSINESS PHONE NUMBER

BUSINESS ADDRESS

CITY

STATE

ZIP CODE

ADVERTISEMENT SUBMISSION

We require either a JPG or PDF version of your ad. Files must be CMYK, have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the “PDF/X-1a” are strongly recommended. While we do our best to ensure color accuracy, the Juliette Gordon Low Birthplace is not responsible for incorrect output of color or the color correcting of ads. You can email your advertisement art to dchristian@girlscouts.org. Please keep in mind that our email system can only accept files that are smaller than 5MB.

ADVERTISEMENT SPECIFICATIONS

- The official name of our parent organization is Girl Scouts of the USA. We cannot print anything with just “scouts,” or with “Girl Scouts of America.” Preferred terms are Girl Scouts and Girl Scout Troops.
- Do not use the Girl Scout service mark, logo, or trefoil in your ad design.
- Our site can be called the Juliette Gordon Low Birthplace, the Birthplace, or the JGLB. Please avoid the Low House or the Juliette Low House.
- Please be as specific as possible about services your offer: price, distance from the Birthplace, any restrictions, availability, accessibility, etc. Seasonal or special variations in price of services to Girl Scout troops must be clearly stated in the advertisement.
- Please proof your advertisement. Check for spelling, correct address, correct phone number, etc. We will include your advertisement as you submit it.
- Complaints will be forwarded to the company for response. If the Birthplace receives three or more serious complaints, your advertisements will be withdrawn and no refund will be issued.



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CIRCLE OF FRIENDS CORPORATE MEMBERSHIP BENEFITS

	Local Sponsor \$100 per business (10 or fewer employees)	Community Partner \$500 per business	Regional Patron \$1,000 per business	Corporate Benefactor \$5,000 per business	Executive Visionary \$10,000 per business
Circle of Friends membership recognition in Birthplace Bound	✓	✓	✓	✓	✓
Circle of Friends store window decal to show Girl Scouts you're a supporter	✓	✓	✓	✓	✓
Complimentary museum admissions	5 one-time passes	5 one-time passes	10 one-time passes	20 one-time passes	Unlimited for all employees (with company ID)
Monthly newsletter	✓	✓	✓	✓	✓
On-site donor wall recognition				✓	✓
Tri-Annual Homecoming ticket benefits		Invitation to purchase (2) Tri-Annual Homecoming tickets	(2) Complimentary Tri-Annual Homecoming tickets	(4) Complimentary Tri-Annual Homecoming tickets	(8) Complimentary Tri-Annual Homecoming tickets
Birthplace Bound advertisement discount		10%	10%	10%	20%
Event Rental discount			10%	20%	20%



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