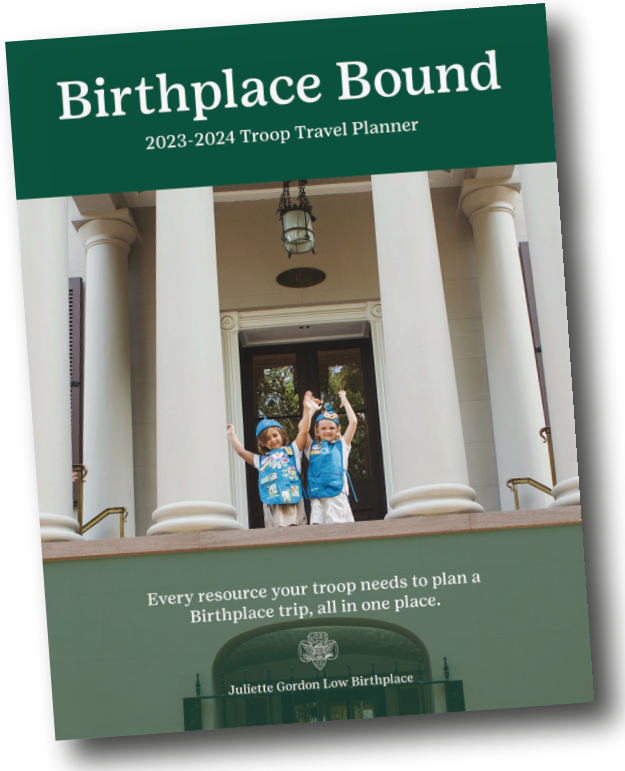
2024 Birthplace Bound Troop Travel Planner

Advertising Kit



Dear Vendor,

An exciting opportunity is coming your way! The Juliette Gordon Low Birthplace is reintroducing our travel guide, **Birthplace Bound**, for the 25,000 Girl Scouts who travel to Savannah each year. Troop reservations are filling up fast! 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. This year, Birthplace Bound will be 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 August 31st, 2023.

In addition to advertising in Birthplace Bound, we encourage you to join the **Circle of Friends** (COF) and help preserve Savannah's first National Historic Landmark. Current COF members' ads feature a membership symbol, letting readers know your business supports our preservation efforts. Gold-level members receive a discount on the price of their advertisement.

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

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 to 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 2024 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.

- Gold-level members 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.

Membership Symbol

Juliette Gordon Low Birthplace

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ADVERTISING RATES FOR 2024

SIZE	STANDARD RATE	GOLD LEVEL CIRCLE OF FRIENDS DISCOUNT
1/8 Page	$400	$360
1/4 Page	$650	$585
Half Page	$950	$855
Full Page	$1,500	$1,350

DEADLINES

Payment Due:
August 31st, 2023

Material Deadline:
September 30th, 2023

Publication Date:
January 1st, 2023

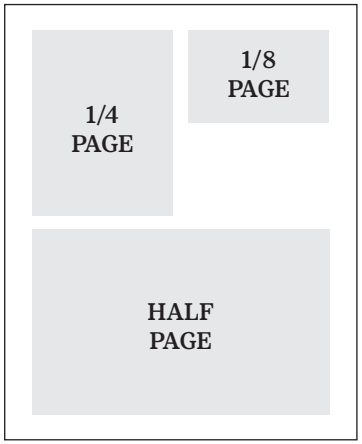
BONUSES AND DISCOUNTS

Any size ad includes an addition of a line listing on our quick reference index 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 Gold Level enjoy a 10% discount on all ad prices.

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 (bleed)	8.5 inches	11 inches
Full Page (trim)	8.25 inches	10.75 inches



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Insertion Order

ORDER FORM

The Juliette Gordon Low Birthplace is authorized to publish a _____ size ad in the 2024 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 NUMBER CCV 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.

Membership Levels

☐ GREEN ($100-$249)

☐ SILVER ($250-$499)

☐ GOLD ($500 & above)

Donation Amount: _____

Signature: _____

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Insertion Order

LINE LISTING INFORMATION

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

BUSINESS NAME

BUSINESS PHONE NUMBER

BUSINESS ADDRESS

CITY STATE ZIP CODE

BUSINESS WEBSITE

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 you 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.
- The Birthplace has a right to refuse any ad deemed unacceptable for publication.

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