

KEY CONTACTS

ADVERTISING SALES - BRANCH OFFICES

Boys' Life Magazine Office of Advertising Sales
Craig Vander Ploeg, Advertising Director
Barry Brown, Business Director
Ken Lipka, Regional Advertising Manager
Patricia Santangelo, Regional Advertising Manager
Lois Roethel, National Marketing Manager
Brian Cabanban, National Advertising Research Analyst
Eugene Handon, Office Traffic Coordinator
271 Madison Avenue, Suite 401
New York, NY 10016-1086
(P) 1-877-929-LIFE
(F) 212-889-4513
(E) boyslifemagazine@netbsa.org

Adeszko Media Sales
Mark J. Adeszko, Account Manager
20 N. Wacker Drive, Suite 575
Chicago, IL 60606-2803
(P) 312-629-5230
(F) 312-629-5228
(E) madeszko@aol.com

Adeszko/Carroll Media Sales
Chuck Carroll, Account Manager
350 N. Glenoaks Blvd., Ste. 208
Burbank, CA 91502-3260
(P) 818-972-9650
(F) 818-972-9661
(E) cwcarroll@earthlink.net

TEXAS PERSONNEL

Advertising Production Manager:
Lisa Hott
972-580-2351
lhott@netbsa.org

Classified Advertising Sales:
Stacy Hall
972-580-2398
shall@netbsa.org

Boys' Life® For All Boys.

TOTAL AUDIENCE

BOYS' LIFE

Frequency: 12 times a year

RPC: 7.9

Rate Base: 1,100,000

Total Audience: 8,690,000

Cub Scout Edition

(Lower Demo)

Age: 6-11

Rate Base: 650,000

Audience: 5,027,165

Boy Scout Edition

(Upper Demo)

Age: 12-17

Rate Base: 450,000

Audience: 3,662,835

Source: 2007 BOYS' LIFE Subscriber Survey, Girl Scout Communications

Boys' Life[®] For All Boys.

SUBSCRIBER SNAPSHOT

100% Paid Home Delivery
ABC Annual Average Rate Base of 1.1 Million!

Subscribers Who Are Boys:
95.6%

Subscribers Who Are Scouts:
95.7%

Median Age:
11.0

Average Weekly Income:
\$8.00

Live In A House Their Family Owns:
88.9%

Average Number Of People Living In The Reader's Home:
4.1

Average Number Of Boys In The Reader's Scout Troop:
29.7

Median Household Income:
\$72,600

Source: 2007 BOYS' LIFE Reader Survey, Ulaliker Communications, New York, NY; 2007 Scouting Subscriber Survey, GMI/Stard Communications, 2004 Readers' Survey, Mark Clements Research, New York, NY

Boys' Life[®] For All Boys.

MAGAZINES READ BY SUBSCRIBERS

Boys' Life Offers An Unduplicated Audience!

Boys' Life readers are a unique audience and they cannot be reached through other publications. Listed below are other magazines and the percentage of Boys' Life readers who say they regularly read them.

NG Kids:
28%

SI Kids:
21%

Marvel Comics:
15%

Nickelodeon:
14%

DC Comics:
12%

Scholastic News:
10%

Game Pro:
10%

MAD:
5%

Source: 2007 BOYS' LIFE Subscriber Survey, Girl Scouts Communications

Boys' Life[®] For All Boys.

EDITORIAL MISSION

Award winning, Boys' Life is the official publication of the Boy Scouts of America. Published 12-times a year with a rate base of 1,100,000 and 8,690,000 readers, it is simultaneously entertaining, educational and informative. The magazine serves the active lifestyle of it's audience while fulfilling the vision of the Boy Scouts of America.

Boys' Life readers are dynamic individuals -- they are outdoor adventurers, computer enthusiasts, devoted sportsmen, avid collectors, spirited gamers and dedicated environmentalists, all with an underlying passion for their community and country.

Boys' Life is creatively engineered to cater to the interests of their unique audience. To accomplish this goal, the magazine showcases the talents of top writers, photographers and illustrators in two separate demo editions, one for those six through 11 and another for those ages 12 through 17

Boys' Life offers readers an exciting way to follow all that's happening in their world both inside and outside the realm of Scouting. The magazine is a staple in the exclusive environment of our loyal subscribers, positively inspiring and serving their unique lifestyle.

Boys' Life[®] For All Boys.

BOYSLIFE.ORG

BOYSLIFE.ORG IS VERY INTERACTIVE

- Readers have written over 45,000 comments on articles
- Readers have submitted thousands of photos, jokes, etc.

BOYSLIFE.ORG IS ABOUT "DOING"

- Plenty of "how-to" articles like how to build stilts, a radio, or even make a remote-control robot.
- Boyslife.org answers questions from users through the website's experts: Gear Guy Blog answers questions about Outdoor Gear; Games Guru answers questions and offers tips about video games.



GAMES, GAMES, GAMES!

- The Games Section is the most popular site in boyslife.org.
- At least one new online game is posted every month.



CUB CORNER

- The site created just for Cub Scouts.

AD SPECIFICATIONS FOR BOYSLIFE.ORG BANNER ADS

- 728 X 90 Pixels
- Available above the header on all pages (including the home page)

WIDE SKYSCRAPER ADS

- 160 X 600 Pixels
- Available only on the home page in the right column (no inside pages)

MEDIUM RECTANGLES

- 300 X 250 Pixels
- Available in the right column of all inside pages including section fronts and story-level pages (not on the home page)

STREAMING VIDEO

- Should be in Flash Video Format
- Should be under 5MB in file size
- Height should be no more than 199 Pixels
- If .mov file format is the only file type you can submit, it will be converted

Boys' Life® For All Boys.

2009 RATES

FOUR COLOR PAGE TYPE

4/C	\$39,680
2/3 Page 4/C	\$30,420
1/2 Page 4/C Horizontal	\$21,825
1/2 Page 4/C Vertical	\$21,825
Digest Size 4/C	\$17,855
1/3 Page Island 4/C	\$19,840
1/3 Page Square 4/C	\$13,890
1/3 Page Vertical 4/C	\$13,890

GENERAL RATES

B&W PAGE TYPE

B/W Page	\$30,425
2/3 Page B/W	\$23,325
1/2 Page B/W Horizontal	\$16,735
1/2 Page B/W Vertical	\$16,735
Digest Size B/W	\$13,690
1/3 Page Square B/W	\$10,650
1/3 Page Vertical B/W	\$10,650
1/6 Page B/W	\$5,325

GENERAL RATES

COVERS & SPREADS

2 Facing Pages (Gutter Bleed Only)	\$71,425
2 Facing Pages (Full Bleed)	\$71,425
4 th Cover	\$47,615
2 nd & 3 rd Cover	\$43,650

GENERAL RATES

CARDS & INSERTS

Reply Card	\$15,870
Double Ender Reply Card	\$19,840
2-Page Insert (1 Sheet)	\$27,775
4-Page Insert (2 Sheets)	\$52,775
8-Page Insert (4 Sheets)	\$99,990
16-Page Insert (8 Sheets)	\$188,870

GENERAL RATES

LINKAGE PROGRAM: 10 percent of an advertiser's gross investment in Boys' Life and/or Scouting will be put into a fund for one year. The proceeds from this fund may then be used to pay up to 75 percent of an investment in either the Boys' Life MiniMag or the Scouting and Boys' Life gift guides. Contact your Account Manager for further details.

COVERS, POSITIONING & PAGE SIZES: There is a 10% premium for special positioning. Cover advertising is non-cancelable. Covers can be combined with other space unit purchases to earn discounts. *For bleed sizes and live area please see the Production Specification sheet in the Boys' Life media kit.

CLASSIFIED: For classified rates, contact Stacy Hall at 972-580-2398.

MAILING INSTRUCTIONS: Send all contracts to your local ad sales rep. Send all advertising materials, including digital files and SWOP approved proofs to 1325 West Walnut Hill Lane, Irving TX 75038-3096 or email to magads@netbsa.org.

PRODUCTION QUESTIONS: Contact Lisa Hott, Advertising Production Manager, at 972-580-2351 or email her at lhott@netbsa.org

Boys' Life[®] For All Boys.

2009 KID & TEEN EDITIONS

AUDIENCE	AGE RANGE	TOTAL READERS
Kids	6-11	5,027,165
Teens	12-17	3,662,835

KID EDITION COST OF TARGETING YOUR MARKET WITH BOYS' LIFE:

	Cost	CPM
Unmatched Page Rate	\$26,965	\$5.36
Matched Page Rate	\$25,790	\$5.13

TEEN EDITION COST OF TARGETING YOUR MARKET WITH BOYS' LIFE:

	Cost	CPM
Unmatched Page Rate	\$18,670	\$5.10
Matched Page Rate	\$17,855	\$4.87

Source: 8007 BOYS' LIFE Subscriber Survey, GMI/Starch Communications

Boys' Life[®] For All Boys.

2009 CLASSIFIED RATES

PRICE TO PLACE AN AD IN BOYS' LIFE...

SIZE (Height)	1-3x		4-7X		8-11X		12X	
	B&W	4C	B&W	4C	B&W	4C	B&W	4C
1.0 Inch	\$525	\$630	\$490	\$590	\$475	\$570	\$440	\$530
1.5 Inch	\$785	\$945	\$740	\$885	\$715	\$855	\$655	\$785
2.0 Inch	\$1045	\$1,250	\$980	\$1,175	\$945	\$1,135	\$875	\$1,050
2.5 Inch	\$1,305	\$1,565	\$1,220	\$1,465	\$1,170	\$1,405	\$1,085	\$1,305
3.0 Inch	\$1,530	\$1,835	\$1,460	\$1,755	\$1,410	\$1,690	\$1,300	\$1,560
3.5 Inch	\$1,820	\$2,185	\$1,695	\$2,035	\$1,645	\$1,975	\$1,520	\$1,825
4.0 Inch	\$2,080	\$2,500	\$1,945	\$2,335	\$1,880	\$2,255	\$1,740	\$2,090
4.5 Inch	\$2,345	\$2,815	\$2,185	\$2,620	\$2,110	\$2,530	\$1,955	\$2,345
5.0 Inch	\$2,605	\$3,120	\$2,430	\$2,915	\$2,345	\$2,815	\$2,165	\$2,595

- **RUN IN BOTH BOYS' LIFE AND SCOUTING AND RECEIVE AN ADDITIONAL 10% OFF!**
- **WIDTH OF THE ADS IS 2.25 INCHES. LARGER SPACE RATES ARE AVAILABLE UPON REQUEST.**
- **HAVE ADDITIONAL QUESTIONS? CALL STAY HALL AT 972-580-2398 OR EMAIL HER AT SHALL@NETBSA.ORG.**

Boys' Life[®] For All Boys.

2009 ISSUANCE AND CLOSING DATES*

2008 ISSUE OF BOYS' LIFE MAGAZINE	4/C AND B/W CONTRACT	FRACTIONAL PAGE PRODUCTION MATERIAL	FULL PAGE PRODUCTION MATERIAL
January	10/17/08	10/30/08	11/13/08
February	11/14/08	11/28/08	12/11/08
March	12/12/08	12/29/08	1/16/09
April	1/16/09	1/30/09	2/12/09
May	2/13/09	2/27/09	3/12/09
June	3/13/09	3/27/09	4/13/09
July	4/17/09	4/27/09	5/14/09
August	5/18/09	5/29/09	6/15/09
September	6/15/09	6/30/09	7/16/09
October	7/17/09	7/27/09	8/14/09
November	8/17/09	8/28/09	9/17/09
December	9/18/09	9/29/09	10/16/09

*DATES ARE SUBJECT TO CHANGE. PLEASE SPEAK WITH YOUR ADVERTISING MANAGER FOR DETAILS.

Boys' Life[®] For All Boys.

PRODUCTION SPECS

AD SIZE	NON-BLEED	WITH BLEED	LIVE AREA
Publication Trim Size	8" x 10 1/2"		
Page (420) Lines	7 1/4" x 10"	8 1/4" x 10 3/4"	7 1/4" x 10"
2 Columns (2/3- Pg)	4 5/8" x 10"	5 3/8" x 10 3/4"	4 5/8" x 10"
1/2- Pg Horizontal	7 1/4" x 5"	8 1/4" x 5 5/8"	7 1/4" x 5"
1/2- Pg Vertical	3 3/8" x 10"	4 1/8" x 10 3/4"	3 3/8" x 10"
Digest Size	4 5/8" x 6 1/2"		
1/3- Pg Vertical	2 1/4" x 10"	3 3/8" x 10 3/4"	2 1/4" x 10"
1/3- Pg Square	4 5/8" x 4 7/8"		
1/6- Pg Vertical	2 1/4" x 4 7/8"		
2 Facing Pgs (Gutter Bleed Only)		14 3/4" x 10"	14" x 10"
Facing Pg (Full Bleed)		16 1/4" x 10 3/4"	15 1/4" x 10"

- Bleed sizes figured to allow 1/8" trim on both sides, top and bottom. Any material intended to remain after trimming must be kept 7/16" in from top, bottom and sides of trimmed size.
- Boys' Life magazine is printed Web Offset/Saddle Stitched. Boys' Life is printed 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: A limited amount of single sheet and multi-page or gatefold insert advertising space is available. Rates upon request.
- Bind-Ins: Cards, inserts, booklets and other special bind-in material accepted pending postal approval. For rates and requirements contact your sales rep.
- Please contact Lisa Hott, Advertising Production Manager, at 972-580-2351 or email her at lhott@netbsa.org with any production questions and for all information regarding file, proof and screen specifications.

Boys' Life® For All Boys.

COMMISSIONS AND DISCOUNTS

COMMISSION

- Agency Commission is 15%
- Agency commission is null and void on the 61st day after the billing date.

DISCOUNTS

Apply to all run-of-book advertising. To earn discount, schedule must be completed within the contract year, 12 months, including date of first insertion. Discounts may be computed any of the following ways:

A. Combination Discounts:

The Boy Scouts of America also publishes Scouting Magazine. Advertisers buying space in Scouting during the same calendar year earn a 10% discount on open rates. Discounts apply to equivalent creative units (size and color), with a minimum of 1/3-page units.

B. Frequency Discounts:

3 Units	10%
6 Units and Over	20%

Note: 1/3-page minimum space or a 300,000 minimum circulation (supplied inserts) to qualify.

C. New Advertiser Discount:

1-2 Times	10%
3 or More	20%

New Advertiser Discount is available to all advertisers who have not run in the previous 12 months. All products from one manufacturer qualify within the first 12 months of the first new insertion. (There is a 1/3-page minimum to qualify). No additional discounts apply.

Boys' Life® For All Boys.

ADVERTISEMENT ACCEPTANCE POLICY

Both editorial and advertising are 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.

1. Product endorsement by any member of BSA is not acceptable.
2. Any proposed copy or illustration involving the use of the uniforms or the insignia of Scouting must be submitted for review.
3. It is within the discretion of the BSA to request samples for appraisal of items offered in advertising.
4. All advertising copy and artwork for *Boys' Life* magazine must be of a nature that would be deemed acceptable and understood by children and in accordance with the principals and objective of the BSA.
5. No advertising copy or artwork, or any elements of the product or service being advertised, may have sexual/violent over or undertones.
6. 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.
7. Movies, DVD, Gaming
 - a. Movies, DVD
 - i. PG can run in *Boys' Life* upper or full run and in *Scouting*.
 - ii. PG-13 can run in *Boys' Life* upper only and in *Scouting*.
 - b. Gaming
 - i. E10+ can run in *Boys' Life* upper or full run and in *Scouting*.
 - c. Content including tobacco, alcohol or drugs will not be accepted.
 - d. Content of an excessively violent or sexual nature will not be accepted, nor will content which can be viewed as offensive to our readership.
8. Advertising for products with alcohol or tobacco content are not acceptable.
9. 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.
10. 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.
11. 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.
12. Pocketknives and folding knives with a blade-length limit of four inches may advertise in BSA publications. Switchblades, stilettos and those resembling such are not acceptable.

Boys' Life® For All Boys.

CONDITIONS AND REGULATIONS

GENERAL INFORMATION

- All advertising must be approved by the Boy Scouts of America. Copy and contracts received are subject to this condition and if the product or service conflicts with the policies and essential interests of the Scout movement, contracts may be declined.
- The word "advertisement" will be placed with copy which, in the publisher's opinion, resembles editorial matter.
- Rates and conditions are subject to change without notice.
- Cancellations or changes not accepted after the closing date.
- Not responsible for errors in key numbers.

CONTRACT & COPY REGULATIONS

- All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or the advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents of such advertisements, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.
- Advertising involving the use of Scouts in uniform is not accepted.
- Publisher reserves the right to accept and publish advertisements under the contract and copy regulations specified in the Boys' Life Standard Rate and Data Service listing and specifically emphasizes that no conditions printed or otherwise, appearing on the contract order or copy instructions which conflict with the publisher's policies will be binding on the publisher.

TERMS & CONDITIONS

- All insertion orders are to be paid in advance for placement unless prior credit, and approval has been granted by the BSA Magazine Division. Bills rendered on the 20th of the month preceding issue are due on the 20th of the month of issue. The advertiser/agency agrees to reimburse the BSA Magazine Division for all expenses, including reasonable attorney's fees incurred by BSA in the event the advertiser/agency fails to pay or otherwise defaults in the terms and conditions herein before set forth.
- Liability Position: The Boy Scouts of America Magazine Division liability position as clearly stated on agency acknowledgement forms and herein, is that Advertising Agencies and/or the Advertiser are jointly and severally liable for payment of all invoiced advertising. The Boy Scouts of America Magazine Division (Scouting & Boys' Life Magazines) do not accept disclaimers. Please be advised that "sequential liability" is NOT acceptable to the Boy Scouts of America Magazine Division.
- Circulation shortfall compensation will only be provided in the event that Boys' Life's annual average circulation, as audited by the Audit Bureau of Circulations, falls below Boys' Life's rate base circulation of 1.1 million. COMPENSATION FOR CIRCULATION SHORTFALL IS NOT PROVIDED ISSUE BY ISSUE.

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