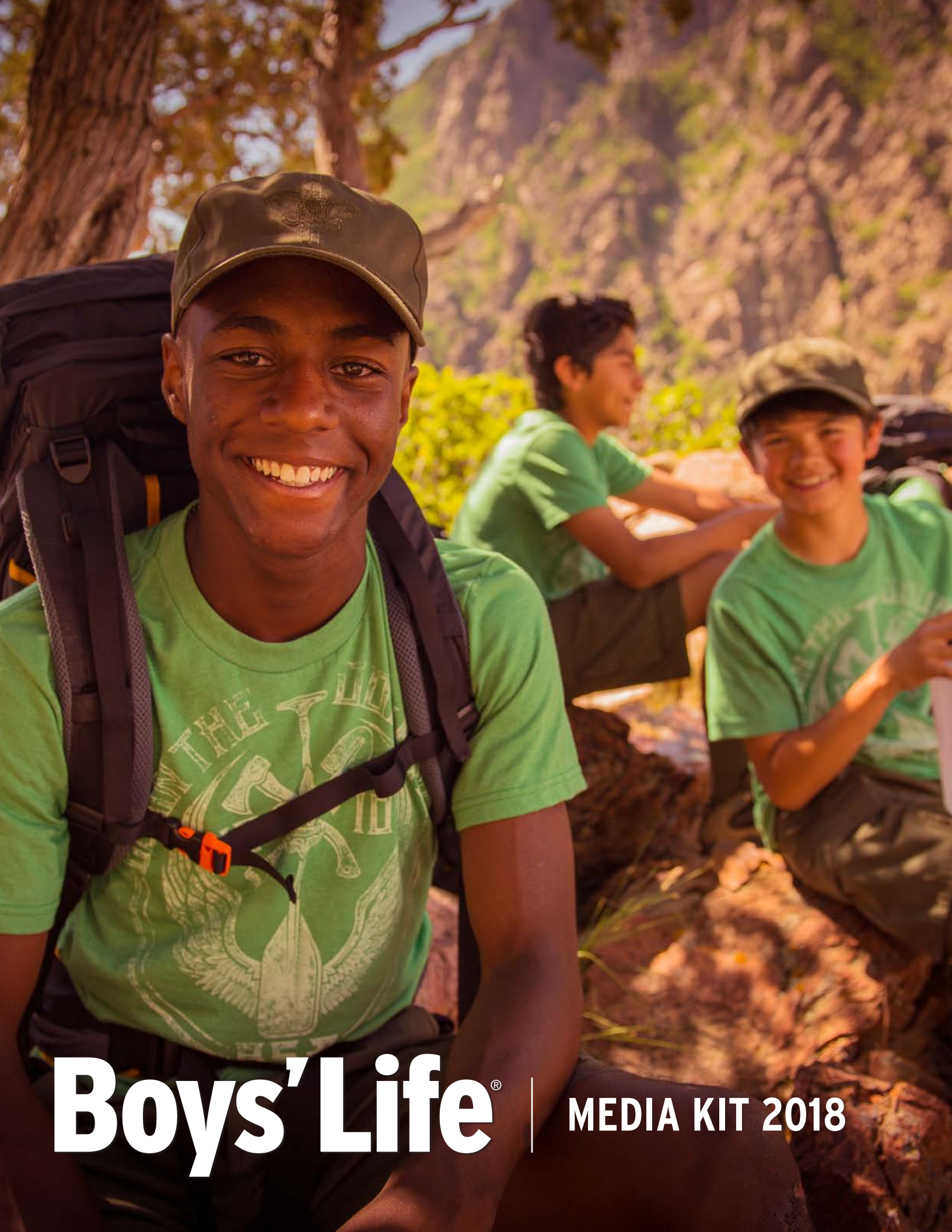




**Boys' Life®**

| MEDIA KIT 2018





## WHO WE ARE

*Boys' Life* is the premiere magazine for kids, tweens, and teens, featuring award-winning editorial, pictorials, comics, fiction, and buying guides. It's been a leader of youth culture for over 100 years, reaching kids through a multi-channel platform that includes the magazine, [Boyslife.org](http://Boyslife.org), social media, webcasting, and live events.

It's also *the only* youth publication which publishes two distinct demographic editions: A younger edition (ages 6-11) and an older edition (ages 12-17), allowing advertisers to target their message.



**3.8 MIL**  
readers



**1 MIL**  
rate base



**12 TIMES**  
per year



**LOW DUPLICATION**  
21% NG Kids, 13% SI Kids





## LOWER DEMOGRAPHIC EDITION (AGES 6-11)



**650K**  
subscribers



**2.28 MIL**  
readers



**8.8**  
avg. age



**\$107K**  
avg. HHI

He just helped Mom bring in the groceries from the car. He's about to meet his friends at the baseball field to get a little dirty before dinnertime. Mom and Dad said he could have his whole Cub Scout pack over for a sleep over this weekend since he just placed 1st at the school science fair! He is the *Boys' Life* reader.





## UPPER DEMOGRAPHIC EDITION (AGES 12-17)



**400K**  
subscribers



**1.52 MIL**  
readers



**13.9**  
avg. age



**\$112K**  
avg. HHI

Riding down the most hardcore trails. Shades on, hat backwards (under his helmet of course). Snapping pics on his smartphone while listening to his favorite tunes. He just finished his homework, and even helped his little brother and sister with theirs, too. He is the *Boys' Life* reader.



ISSUE SPONSORSHIPS  
NATIVE CONTENT  
DYNAMIC CONTESTS  
ONLINE & SOCIAL  
INTEGRATION

## EDITORIAL DEPARTMENTS

### HEADS UP!

Timely news and notes on all topics relevant to today's youth.

### BL HEADLINERS

Quick-hit looks at great kids doing great things. Most of this content is direct from our readers!

### FEATURES

An exciting mix of outdoors, news, movies, sports, history, fiction, toys, space and aviation, Science-Technology-Engineering-Math (S.T.E.M.) and Scouting.

### GEAR GUY

Buyer's Guides, reader Q & As covering camping, sports, and everything outdoors.

### GAMES

An inside look at the latest video games, computer games, gaming systems and accessories. Exciting gamer news, reviews, tips and more.

### BL HOW TO

Step-by-step guides with fun projects for readers to make it, create it and build it.

CONTENT THAT'S  
AGE APPROPRIATE.



### LOWER DEMO EDITION (ages 6-11)

Includes editorial relevant to our younger readers and includes Cub Corner, more comics, fun activities like puzzles, mazes, and word games.

### UPPER DEMO EDITION (ages 12-17)

Includes additional editorial relevant to our older readers and includes Merit Badge Minute, Cool Jobs, and more.





ISSUE SPONSORSHIPS  
NATIVE CONTENT  
DYNAMIC CONTESTS  
ONLINE & SOCIAL  
INTEGRATION

# 2018 EDITORIAL CALENDAR

## JANUARY

**COVER STORY, BIG SKY SKI WEEKEND  
CONTRACTS 10/30/17**

GEAR GUY, Buying a sleeping pad  
GREAT PARADES

### UPPER DEMO

COOL JOBS, Blimp pilot  
PREPARED FOR LIFE, Depression

### LOWER DEMO

SPECIAL PINEWOOD DERBY ISSUE

## FEBRUARY

**COVER STORY, FLORIDA SEA BASE  
CONTRACTS DUE 11/30/17**

WINTER OLYMPICS  
BL HOW TO, Do a card-trick

### UPPER DEMO

HOW TO HANDLE AN AX  
WEST POINT CAMPOREE

### LOWER DEMO

LET'S LOOK AT, The Heart

## MARCH

**COVER STORY, SPACE CAMP  
CONTRACTS DUE 12/29/17**

TROPHY TRIVIA  
FICTION EXCLUSIVE with Alex Rider  
author Anthony Horowitz

### UPPER DEMO

BE WEATHER AWARE

### LOWER DEMO

HARRY POTTER BLUE & GOLD BANQUET

## APRIL

**SPECIAL NATURE ISSUE  
CONTRACTS DUE 01/29/18**

FOR THE BIRDS, Endangered birds  
CUTE, FUZZY, PAINFUL, Caterpillar stings  
GEAR GUY UPDATE, Helmets  
BL HOW TO, Become a birder

### UPPER DEMO

COOL JOBS, Wildlife & nature photographer

### LOWER DEMO

LET'S LOOK AT, The Amazon

## MAY

**COVER STORY, CANOEING BUFFALO RIVER  
CONTRACTS DUE 02/28/18**

GEAR GUY FEATURE: HOW TO BUY  
ROCK-CLIMBING GEAR  
ROBOTICS, Expert robot building tips  
BL HOW TO, Rube Goldberg Machine

### UPPER DEMO

SCOUT OUTING

### LOWER DEMO

LET'S LOOK AT, Magic

## JUNE

**SPECIAL FISHING ISSUE  
CONTRACTS DUE 03/28/18**

FISHING IN THE CITY, Urban fishing  
SCOUTS HELP PARALYZED VETERANS FISH  
GEAR GUY FEATURE, Buying a tent  
BL HOW TO, Star Wars origami

### UPPER DEMO

BEST MLS PLAYERS, Roundup

### LOWER DEMO

LET'S LOOK AT, Superheroes

## JULY

**COVER STORY, SCOUT OUTING, TBD  
CONTRACTS DUE 04/30/18**

SCOUT OUTING FEATURE  
BL HOW TO, Play Capture the Flag

## AUGUST

**COVER STORY, SCOUT OUTING, TBD  
CONTRACTS DUE 05/29/18**

SCOUT OUTING FEATURE  
BL HOW TO, Make a quiver  
GEAR GUY, Pairs of Awesome hiking boots

## SEPTEMBER

**COVER STORY, CAR ROUNDUP  
CONTRACTS DUE 06/28/18**

CAR ROUNDUP, Latest and greatest cars  
SCOUT OUTING FEATURE  
BL HOW TO, Solve a Rubik's Cube

## OCTOBER

**COVER STORY, SCOUT OUTING, TBD  
CONTRACTS DUE 07/30/18**

SCOUT OUTING FEATURE  
GEAR GUY, Trail Foods  
BL HOW TO, The perfect paper airplane

## NOVEMBER

**COVER STORY, TOY ROUNDUP  
CONTRACTS DUE 08/29/18**

TOY ROUNDUP, Latest and greatest toys  
GEAR GUY, Buying an action/digital cam  
BL HOW TO, Make a scale solar system  
SPECIAL ADV. SECTION, Gifts n' Gear

## DECEMBER

**COVER STORY, SCOUT OUTING, TBD  
CONTRACTS DUE 09/28/18**

SCOUT OUTING FEATURE  
BL HOW TO, Make snowshoes  
GEAR GUY, Handy camp kitchen gear  
SPECIAL ADV. SECTION, Gifts n' Gear

The Boys' Life 2018 editorial calendar is subject to change.



**ISSUE SPONSORSHIPS  
NATIVE CONTENT  
DYNAMIC CONTESTS  
ONLINE & SOCIAL  
INTEGRATION**

## **SPECIAL ISSUES & SECTIONS**

**N E W ! JANUARY: THE PINWOOD DERBY ISSUE (LOWER DEMO), APRIL: THE NATURE ISSUE, SEPTEMBER: THE CAR ISSUE, OCTOBER: THE TECHNOLOGY ISSUE**

### **MINI-MAG: BOYS' LIFE'S SPECIAL DIGEST EDITION**

New and distinct from the *Boys' Life* audience, this awesome digest-sized edition of *Boys' Life* is distributed once a year to an untapped audience of 1 million 6-11 year old boys AND their parents across the country at the Boy Scouts of America's recruitment nights during September and October.

### **SEMI-ANNUAL FISHING ISSUE**

Every other year *Boys' Life* dedicates its April or June issue to all things fishing! Bass Pro and Scouting supporter, Tom Redington, drops in to offer helpful advice and tips on how to hook your bait, best fishing practices, the latest and greatest gear, and more.

### **QUADRENNIAL 2021 JAMBOREE JULY ISSUE**

Every four years the July issue is devoted to National Jamboree! Your brand can become a part of this special Collector's Edition, which is both a guide for Scouts and leaders planning to attend, and an outlet for millions of readers to follow along with all of the excitement leading up to the special ten-day event.

### **GIFTS N' GEAR FALL/WINTER ADVERTISING SECTION**

The go-to fall/winter advertising section for MILLIONS of Scouts AND their families is officially here, and it's been strategically developed to help drive sales for brands.

### **NOVEMBER TOY ROUNDUP**

Every November we review the years' latest and greatest toys!





HIGH-IMPACT UNITS  
NATIVE CONTENT  
ONLINE SPONSORSHIPS  
CUSTOM VIDEO  
DYNAMIC CONTESTS  
SOCIAL LIVE VIDEO

## ONLINE, VIDEO & SOCIAL EXTENSIONS

### BOYSLIFE.ORG

Award-winning Boyslife.org is chock-full of awesome content for all boys to keep them engaged for hours, including game/toy/movie/gear reviews, useful articles for Scouts, contests, videos, interactive games, fun DIY projects and everything a boy could want to read, learn, or do.



**RESPONSIVE DESIGN: VIEWABLE ACROSS MOBILE, TABLET & DESKTOP**

**TOTAL PAGEVIEWS: 1 MIL+/MO.**

**HIGHEST TRAFFIC MONTH: JANUARY**

**AVG. TIME SPENT: 1:45**

**TOP PAGES VIEWED: HOME PAGE, HOBBIES & PROJECTS/BL HOW-TO, GAMES, OUTDOORS**

### BOYS' LIFE LIVE!

Boys' Life Live! is the new Facebook video platform hosted by the Boys' Life editorial team, posting regularly on cool topics, news, giveaways, silliness and more! Other major video categories include: BL essentials & how-tos, infomercials and interviews, Cool Camps, and time-lapsed videos.

### BOYS' LIFE SOCIAL PLATFORMS

Boys' Life's Facebook page holds the top spot for the highest engagement rate of any Boy Scouts of America owned social media channel, engaging hundreds of thousands of parents of Scouts and our older aged Scouts every day.



### ONLINE, SOCIAL & VIDEO CONTENT UNITS, RATES & INQUIRIES

Sponsored social media posts, custom video, live video sponsorship, native content, web page sponsorship and high-impact ad units are customizable and available. See Online Production Specifications page for standard and premium online units. Contact your Corporate Partnerships Manager for details and rate inquiries or email [advertising@scouting.org](mailto:advertising@scouting.org).

**200K+ ACTIVE SOCIAL FOLLOWING**



Boys' Life





# AWARD-WINNING EDITORIAL



## **ADWEEK HOT LIST READERS' CHOICE AWARDS**

2014, 2016 Kids/Teen Magazine of the Year, *Boys' Life*

## **AMERICAN SOCIETY OF MAGAZINE EDITORS**

2015, Winner, Reader's Choice Best Cover, September 2014, Finalist, Best National Cover, Sept. '14

## **FOLIO: EDITORIAL EXCELLENCE AWARDS ("EDDIES" FOR EDITORIAL AND "OZZIES" FOR DESIGN)**

2016, Best Series of Articles, Winner, "Prepared For Life" series, Best Article, Winner, "A Scout is Helpful" March 2016, 2015, Best Article, Finalist, "Lending A Hand," December '14, Best Illustration, Finalist, "American Monsters," October '14, 2014, National Magazine of the Year (Youth/Teen), Winner, May 2014, Best Article, Finalist, "Super Storm, Super Scouts," June '13, Best Article, Finalist, "The BL Essentials Guide," May '14, Best Cover, Finalist, May '14

## **PARENTS' CHOICE FOUNDATION, PARENTS' CHOICE AWARDS**

2015, 2014, 2013 Parents' Choice Approved Award, 2014, *Boys' Life* magazine; Parents' Choice Approved Award, '13, *Boys' Life* online @ [www.boyslife.org](http://www.boyslife.org)

## **THE WESTERN PUBLICATIONS ASSOCIATION, MAGGIE AWARDS**

2015 Finalist, Magazine of the Year, Special Interest/Consumer, Finalist, Best Feature Article, "BL Essentials Guide" (May '14), Finalist, Best Themed Issue, May '14, 2014 Finalist, Magazine of the Year, Special Interest/Consumer, Finalist, Best News Story, "Super Storm, Super Scouts" (June '13), 2013 Finalist, Magazine of the Year, Special Interest/Consumer, Finalist, Best Feature, "Eyes in the Skies" (October '12), Finalist, Best News Story, "After the Storms" (March '12)





# DISPLAY PRINT & DIGITAL PRODUCTION CALENDAR



| ISSUE MONTH | CONTRACT | FRACTIONAL PAGE MATERIALS | FULL PAGE MATERIALS | PRINT EDITION ON-SALE | DIGITAL EDITION ON-SALE |
|-------------|----------|---------------------------|---------------------|-----------------------|-------------------------|
| January     | 10/30/17 | 11/06/17                  | 11/17/17            | 12/24/17              | 12/15/17                |
| February    | 11/30/17 | 12/08/17                  | 12/15/17            | 01/27/18              | 01/15/18                |
| March       | 12/29/17 | 01/08/18                  | 01/16/18            | 02/24/18              | 02/15/18                |
| April       | 01/29/18 | 02/05/18                  | 02/12/18            | 03/24/18              | 03/15/18                |
| May         | 02/28/18 | 03/07/18                  | 03/16/18            | 04/28/18              | 04/15/18                |
| June        | 03/28/18 | 04/06/18                  | 04/13/18            | 05/27/18              | 05/15/18                |
| July        | 04/30/18 | 05/07/18                  | 05/15/18            | 06/23/18              | 06/15/18                |
| August      | 05/29/18 | 06/08/18                  | 06/15/18            | 07/28/18              | 07/15/18                |
| September   | 06/28/18 | 07/06/18                  | 07/16/18            | 08/25/18              | 08/15/18                |
| October     | 07/30/18 | 08/06/18                  | 08/17/18            | 09/29/18              | 09/15/18                |
| November    | 08/29/18 | 09/07/18                  | 09/14/18            | 10/27/18              | 10/15/18                |
| December    | 09/28/18 | 10/05/18                  | 10/15/18            | 11/24/18              | 11/15/18                |

## PRINT & DIGITAL EDITION MATERIALS DELIVERY & INQUIRIES

Leah Myers, Print Production  
e: [advertising@scouting.org](mailto:advertising@scouting.org)  
t: 877-929-5433 x 12013





# PRINT & DIGITAL PRODUCTION SPECIFICATIONS

## 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

Boys' Life 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 special sections and inserts. No additional creative or forms are necessary for inclusion. Contact your Corporate Partnerships Manager or [advertising@scouting.org](mailto:advertising@scouting.org) for more information.

## PROOFS

Boys' Life 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 SPECIAL SECTIONS & 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](mailto:advertising@scouting.org). Filename should include: Publication name, issue mo. (2) characters and 1st 3 characters of advertiser's name. Stuff all files.

**Host:** <https://securedrop.scouting.org> | **Username:** AdsBSA | **Password:** blsc | **Folder:** Advertising

## PRINT & DIGITAL EDITION MATERIALS DELIVERY & INQUIRIES

Leah Myers, Print Production | e: [advertising@scouting.org](mailto:advertising@scouting.org) | t: 877-929-5433 x 12013

Include publication name, issue, advertiser, and print or digital in the subject line. If larger than 7MB, upload to ftp site.



# THE BOYS' LIFE CLASSIFIED SECTION: CLASSIFIED CALENDAR, SECTIONS & SIZES



## THE TRADIN' POST

It's our trusted, one-stop shopping section for great gifts, official BSA merchandise, insignia, outdoor gear, toys, games and more! Every product or service is **Boys' Life** reviewed and approved for kids to love and parents to appreciate.

## SCHOOLS & CAMPS

It's THE spot for your travel destination, camp, school, academy or learning center! Whether readers are looking to let loose, have fun, learn something new, or immerse themselves in the outdoors, this section has a taste of it all. Plus, our readers travel with their families and Scouting units all year long.



## CLASSIFIED RATE INQUIRIES

Brian Cabanban, Corporate Partnerships  
Mgr.-Classified Accounts  
e: [brian.cabanban@scouting.org](mailto:brian.cabanban@scouting.org)  
t: 877-929-5433 x 12004

## CLASSIFIED PRINT PRODUCTION MATERIALS DELIVERY & INQUIRIES

Kendra Tidwell, Classified Print Production  
e: [advertising@scouting.org](mailto:advertising@scouting.org)  
t: 877-929-5433 x 12002

| ISSUE MONTH | CONTRACTS & MATERIALS |
|-------------|-----------------------|
| January     | 10/24/17              |
| February    | 11/20/17              |
| March       | 12/19/17              |
| April       | 1/23/18               |
| May         | 2/20/18               |
| June        | 3/20/18               |
| July        | 4/24/18               |
| August      | 5/22/18               |
| September   | 6/19/18               |
| October     | 7/24/18               |
| November    | 8/21/18               |
| December    | 9/25/18               |

| CLASSIFIED<br>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"           |





# DISPLAY PRINT & DIGITAL PRODUCTION SPECIFICATIONS & MEDIA RATES

| UNIT SIZE                        | NON-BLEED       | BLEED             | LIVE AREA        |
|----------------------------------|-----------------|-------------------|------------------|
| Pub Trim Size                    | 8" x 10 1/2"    |                   |                  |
| Page (420) Lines                 | 7 1/2" x 10"    | 8 1/4" x 10 3/4"  | 7 3/4" x 10 1/4" |
| 2 Columns (2/3 pg)               | 4 5/8" x 10"    | 4 3/4" x 10 3/4"  | 4 3/8" x 10"     |
| 1/2 - Pg Horizontal              | 7 1/2" x 5"     | 8 1/4" x 5 1/8"   | 7 3/4" x 4 3/4"  |
| 1/2 - Pg Vertical                | 3 3/8" x 10"    | 4 1/8" x 10 3/4"  | 3 1/4" 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" 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"    |

## PRINT & DIGITAL EDITION MATERIALS DELIVERY & INQUIRIES

Include publication name, issue, advertiser, and print or digital in the subject line. If larger than 7MB, upload to ftp site.

Leah Myers, Print Production  
e: [advertising@scouting.org](mailto:advertising@scouting.org)  
t: 877-929-5433 x 12013

## MEDIA RATES INQUIRIES

Cover advertising is non-cancellable and run-of-book advertising units are cancellable up until issue contract close date. Covers can be combined with other space units to earn discount. Contact your Corporate Partnerships Manager for details and rate inquiries or email [advertising@scouting.org](mailto:advertising@scouting.org).



# ONLINE PRODUCTION SPECIFICATIONS

## STANDARD AD TYPES

728x90 banner, 300x250 rectangle, 300x600 skyscraper.

## PREMIUM AD TYPES

Expandable banner, extender, floating, peelback, web page sponsorships, wrapper. Inquire about custom ad types.

## ACCEPTED FILE FORMATS & RICH MEDIA FORMATS

GIF, JPG, PNG, HTML5, 3rd party accepted. Animated GIF, static GIF, JPEG. Maximum 200K for all web ads.

## ANIMATION

May loop 3x, 24 fps, 15 seconds max recommended for standard ad units.

## PREMIUM DIGITAL UNITS

Specifications vary by unit type.

## ASSETS FOR SPECIAL SECTIONS & 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.

## STANDARD GUIDELINES

DoubleClick for Publishers (DFP) 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

Patrice Eulin, Digital Production | t: 877-929-5433 x 12011 | e: [advertising@scouting.org](mailto:advertising@scouting.org).  
Include: publication name, issue, advertiser, and print or digital in the subject line.

## ONLINE PRODUCTION CALENDAR

### STANDARD WEB BANNERS

Due 10 business days prior to post date

### PREMIUM & RICH MEDIA UNITS

Due 14 business days prior post date

### DIGITAL CONTEST COMPONENTS

Assets due 21 business days prior to post date

### ONLINE CUSTOM CONTENT

Assets due 2 weeks prior to post date

### SPONSORED WEB PAGES

Assets due 5 days prior to post date

### FACEBOOK & TWITTER POSTS

Assets due 1 week prior to post date

Dates may vary





# 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 organization.

1. Product endorsement by any member of BSA is not acceptable.
2. Any proposed copy or illustration involving the use of the BSA uniforms or insignia of Scouting must be submitted for review at least 5 days prior to the material due date.
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 demo or full run.
    - ii. PG-13 can run in *Boys' Life* upper only.
  - b. Gaming
    - i. E10+ can run in *Boys' Life* upper or full run.
  - 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. Ad creative must clearly emphasize safety and include prominent, legible safety language.
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 *Boys' Life*. Switchblades, stilettos and those resembling such are not acceptable.



# CONTACT INFORMATION

**BOYS' LIFE ADVERTISING SALES HEADQUARTERS**  
**1325 W. WALNUT HILL LANE SUM 345, IRVING TX, 75015**  
**(P) 877-929-5433 (E) ADVERTISING@SCOUTING.ORG**

## SALES TERRITORIES & CONTACTS

- Jay Stuart, National Sales Director  
(T) 877-929-5433 x 12006 (E) jay.stuart@scouting.org
- Patricia Santangelo, Sr. Corporate Partnerships Manager–Northeast Region  
(T) 877-929-5433 x 12007 (E) patricia.santangelo@scouting.org
- Tanya Mitchell, Corporate Partnerships Manager–Western Region  
(T) 877-929-5433 x 12009 (E) tanya.mitchell@scouting.org
- Bob Lusk, Corporate Partnerships Manager–Southern & Central Regions  
(T) 877-929-5433 x 12003 (E) bob.lusk@scouting.org
- Brian Cabanban, Corporate Partnerships Manager–Integrated Partnerships, Classified & Fundraising  
(T) 877-929-5433 x 12004 (E) brian.cabanban@scouting.org

| PRODUCTION & MARKETING CONTACTS                        | PHONE                | EMAIL                      |
|--------------------------------------------------------|----------------------|----------------------------|
| Patrice Eulin, Display & Classified Digital Production | 877-929-5433 x 12011 | advertising@scouting.org   |
| Leah Myers, Display Print Production                   | 877-929-5433 x 12013 | advertising@scouting.org   |
| Kendra Tidwell, Classified Print Production            | 877-929-5433 x 12002 | advertising@scouting.org   |
| Jillian Foley, Marketing & Promotions Specialist       | 877-929-5433 x 12005 | jillian.foley@scouting.org |
| Jennifer Chan, Strategic Planning & Research           | 877-929-5433 x 12008 | jennifer.chan@scouting.org |