

# Be Part of a National Ad Campaign . . .

Feature your council or community leader in print!



Most organizations don't develop character and leadership skills around a campfire. Maybe they should start. That's how Earl Graves learned what he needed to publish *Black Enterprise* magazine.



Most organizations don't develop character and leadership skills around a campfire. Maybe they should start. That's how Kim Clark learned what he needed to become Dean of Faculty at Harvard.

Kim B. Clark



Most organizations don't develop character and leadership skills around a campfire. Maybe they should start. That's how John Doe learned what he needed to start Acme Inc.

John Doe  
Boy Scout  
Founder and CEO of Acme Inc.

**Scouting**  
Who knows how far you can go?

Strong Values. Strong Leaders.  
Character Counts.



BOY SCOUTS OF AMERICA

The national campaign is designed to highlight the contributions of Scouts who have become celebrities.

To recognize your council's Scouting celebrities, fill out the order form below, provide a color photograph, and we'll create an ad featuring your hometown hero.

Council name \_\_\_\_\_ Council # \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail address \_\_\_\_\_

## Ad format requested (Please select one.)

- Black and white ad slick (Camera-ready art—ideal for council newspapers.)
- Black and white ad on disk (Electronic art—ideal for council newspapers and magazines.)
  - Macintosh format (Ads provided on ZIP disk, eps, tiff format)  PC Format (Ads provided on ZIP disk, eps, pcx, tiff format)
- Four color (on disk only) (Electronic art—ideal for council newspapers and magazines.)
  - Macintosh format (Ads provided on ZIP disk, eps, tiff format)  PC Format (Ads provided on ZIP disk, eps, pcx, tiff format)

Ad size: \_\_\_\_\_" x \_\_\_\_\_" (default size: 5" x 7½")

## About your ad . . .

Full Name (as you would like it to appear in the ad) \_\_\_\_\_

Current Scouting Position \_\_\_\_\_

Business Title \_\_\_\_\_

Verbiage: "Most organizations don't develop character and leadership skills around a campfire. Maybe they should start. That's how \_\_\_\_\_ learned what he needed to \_\_\_\_\_"

**Please allow 4 weeks for delivery of your ad.**