



BOYSLIFE.ORG DIGITAL PRODUCTION SPECIFICATIONS AND GUIDELINES

Award-winning *Boyslife.org* is chock-full of interactive games, videos, project how-to's, contests, articles from the magazine, and much more.

STANDARD DIGITAL UNITS

728px X 90px Banner

300px X 600px Wide Skyscraper

300px X 250px Medium Rectangle

PREMIUM DIGITAL UNITS

Expandable Banner

Video Extender

Floating Unit

Peelback

Webpage Sponsorship

Homepage Hotlist

Games Page Wrapper

File Formats Accepted: GIF, JPG, PNG, HTML5, 3rd party

Rich Media Format: Animated GIF, static GIF, JPEG. Maximum 200K for all web ads.

Animation: Animation may loop 3x, 24 fps, 15 seconds max recommended for standard ad units.

Premium Digital Units: Production specification and guidelines vary by unit. Visit mediakit.boyslife.org for live examples.

Material Requirements for In-House Services: Photos: Supplied images should be at least 300 dpi in RGB. **Logos:** Vector .png or .ai files preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be at least 300 dpi.

Standard Guidelines: DoubleClick for Publishers (DFP) is used to serve all Boy Scouts of America publications.

DIGITAL PRODUCTION MATERIAL DELIVERY & INQUIRIES

Deliver materials via email to Patrice Eulin, Digital Production at advertising@scouting.org.

Include: publication name, issue, advertiser, and print or digital in the subject line. Patrice Eulin at advertising@scouting.org or 972-580-2199 with digital production inquiries.