

2014 MEDIA KIT



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Member Florida Press Association

Mirror Image



Two U.S. Air Force Thunderbirds perform an inverted formation fly-by during the Thunder and Lightning Over Arizona event at Davis-Monthan Air Force Base, Ariz., April 13, 2014. In addition to 14 aerial demonstrations, there were more than 40 aircraft static displays during the event.

U.S. Air Force photo by Airman 1st Class Chris Massey

Training With Fire



Air Force student pilots flying F-16C Fighting Falcons release flares during Coronet Cactus ne

The Proper Set Up



U.S. Army 1st Lt. Joel Rose, left, and U.S. Army Sgt. Darryl Warren demonstrate the proper set up of a litter to Afghan police during medical evacuation training in Gardez, Afghanistan, April 30, 2014. Rose and Warren are assigned to the 10th Mountain Division's Medical Security Force Advise Assist Team, 3rd Brigade Combat Team. U.S. Army photo by Sgt. Javier Amador

Falling Free



U.S. Navy Petty Officer 1st Class John Delong tracks with another parachutist during free fall training on Naval Station Rota Spain in Rota, Spain, April 14, 2014. Delong is assigned to Explosive Ordnance Disposal Mobile Unit 8.

U.S.N. photo by Senior Chief Nathaniel Spencer

They Have It Covered



FOR 25 YEARS THE NATIONS PREMIER VETERANS PUBLICATION

production specifications

Advertising Specifications:

	Horizontal	Vertical
Full Page	10" x 12.67"	
1/2 Page	4.92" x 12.67"	10" x 6.25"
1/4 Page	4.92" x 6.25"	10" x 3.04"
1/8 Page	2.38" x 6.25"	4.92" x 3.04"
Business Card	3.22" x 2"	

Delivery of Ad Material:

Ad Reservation Deadline: 10th of the month preceding

Artwork Deadline: 15th of the month preceding

Final digital files can be uploaded to our ad portal:

- Acceptable formats: JPEG, BMP, TIFF or PDF (must be at least 300 dpi)
- Files should be sent as PDFs with all elements as CMYK or Grayscale. RGB converted to CMYK can result in colorshifts. Raster Images should have an effective resolution of 200 DPI or greater. Please make sure black text and lines are 100K and not RGB. JPG compression should allow for maximum quality. Overly aggressive compression will degrade your images. You may request a proof of your processed files by calling your account executive prior to the third Friday of the month.
- Advertising material will be retained for one year, unless return is specifically requested.
- Veterans Post News is not responsible for keeping material beyond one year.
- For specific requirements, contact the production team at: aletha@uvets.org

Additional Charges

- Artwork Charges such as logo designs and special graphics, upon request
- A one time 30% surcharge will be added to the regular price of an ad for graphic design.

All advertisements are required to be paid prior to publication.

Visa/MasterCard/Discover/American Express Accepted



PRICING FOR VETERAN POST NEWS NATIONAL ADVERTISERS

Ad Size	3 Months	6 Months	12 Months
	Per (month) Insertion	Per (month) Insertion	Per (month) Insertion
1/8 page	\$375	\$320	\$290
1/4 page	\$700	\$595	\$525
1/2 page	\$1250	\$1075	\$975
Full page	\$2200	\$1870	\$1700
Back Page	\$3000	\$2550	\$2375
Front Inside Cover	\$2600	\$2210	\$2015
Back Inside Cover	\$2600	\$2210	\$2015
Business Card	\$140	\$120	\$110
One Liner <i>(on Humor Page)</i>	\$100	\$85	\$75

WEBSITE BANNER ADVERTISING

Whether you want to be a site sponsor, banner or button advertiser or partner on our site there are many opportunities that Veterans Post News has to offer. Call for Sponsorship pricing.

Web Ads Sizes:

Cost

Homepage Banner Ad:	620w x 80h pixels	\$500 per month
Sidebar Skyscraper Ad:	292w x 371h pixels	\$300 per month
Top Sidebar Tile Ad:	292w x 95h pixels	\$150 per month