

Department of Minnesota, Veterans of Foreign Wars  
**DEPARTMENT CONVENTION BOOK**

June 7-10, 2018  
Brooklyn Park/Maple Grove

**ADVERTISING RATES & ORDER FORM  
FOR V.F.W. STATE, DISTRICT, AND POSTS**

**DEADLINE DATE FOR BOOKLET:**  
**May 4th, 2018**

**\*\*\*IMPORTANT NOTE\*\*\***

ALL ADDS **MUST BE SCANNER/CAMERA READY.**  
**IF THEY ARE NOT YOU WILL BE REQUIRED TO**  
**PAY AN ADDITIONAL \$10.**

IF YOU DO NOT, YOUR AD WILL GO IN AS WE RECEIVED IT.  
IF YOU HAVE ANY QUESTIONS, PLEASE CALL  
DEPARTMENT HEADQUARTERS AT 651-291-1757.

**\*\* Please See Reverse Side for Ad Layout and tips \*\***

**MAKE CHECKS PAYABLE TO: Department of MN, VFW**

**AND MAIL TO:** Dept of Minnesota Veterans of Foreign Wars  
Rice Street Station  
PO Box 17146  
St Paul, MN 55117

**Digital Ads may be emailed to: melodymnvfw@vfwmn.us**

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**AD requested for POST # \_\_\_\_\_ AD is:  enclosed  emailed**

**Contact Information:**

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

<u>PAGE SIZE</u>	<u>RATES</u>	<u>AD Size</u>	<u>PD by Chk #</u>
FULL PAGE (8" X 11")	\$200.00	<input type="checkbox"/>	_____
HALF PAGE *	\$110.00	<input type="checkbox"/>	_____
QUARTER PAGE *	\$ 60.00	<input type="checkbox"/>	_____

## Half Page Ad

8 x 5 1/8

### **Things you should think about while making an ad!!**

- **Does my Ad look good in a Gray Scale?**
  - Light colors such as red and yellow do not look good in a gray scale.
- **Are the quality of my ad pictures good?**
  - The higher quality of picture you have the better we can make your ad look.
- **Is my add layout correct?**
  - A full page is just that: a full page.
  - For a Half page layout look to the top of this page and a Quarter page is to the right.
- **Is my Ad formatted correctly?**
  - We accept Word, Publisher, JPEG, PDF and Tiff.
- **How can I guarantee the best Quality for my ad?**
  - Send it to us electronically either in a CD or Email.
  - If you send it in hard copy, print your ad in the highest quality setting your printer can go and have it print in a gray scale NOT color. Also try not to fold your ad.
  - It is always advisable to send us originals not copies.

**Any questions please call 651-291-1757**

**Email Digital Ads to: [melodymnvfw@vfwmn.us](mailto:melodymnvfw@vfwmn.us)**

## Quarter Page Ad

3 3/4 x 5 1/8