

NC VFW **The Leader** Magazine



Official Publication of the North Carolina Department of Veterans of Foreign Wars



Media Kit

www.vfwnc.com

leaderInfo@vfwnc.com

FROM THE EDITOR



Welcome to our North Carolina VFW “The Leader” Magazine with its first issue published in January of 2016. The magazine is state-wide and published quarterly. This will be the official publication of the North Carolina VFW. All advertising, articles, photos and current newsworthy items will be provided by the State VFW organization and North Carolina VFW Posts. The Magazine has received recognition from VFW National as an **Award Winning Magazine**.

I am proud to serve as Editor of the Magazine along with Clark Hunter, Associate Editor and Publisher and Bob Meland, Graphics Director.

Our publishing team is committed to providing accurate, timely and relevant information that our readers can use in their everyday lives while offering a unique perspective on the challenges faced by Veterans.

The Media Kit is available for presentation to all potential advertisers. Participation by all Posts is essential in providing advertising, articles, photos of events, human interest stories along with any information that will complement our magazine.

I would like to ask all Department, District, and Post Officers for their continued support and to join our Publishing Team as we move forward with “The Leader” Magazine.

Sincerely,

Russ Chambers

District 11 Commander/Editor

MAGAZINE ISSUE, CLOSING AND PUBLICATION DATES

ISSUE	CLOSING	MATERIAL DUE	PUBLICATION DATE
Winter	December 30	December 15	January
Spring	March 30	March 15	April
Summer	June 30	June 15	July
Fall	September 30	September 15	October

MEDIA KIT SALES PRESENTATION

(Print Media Kit from Website vfwnc.com)

Here are some helpful suggestions on how to present “The Leader” Magazine to Advertisers.

The first step is to download and print copies of the Media Kit for review, presentation and given to advertisers. This working document can be used to present in person, over the phone and on line.

INTRODUCTION: When making a presentation introduce yourself as a member of the NC VFW along with your post affiliation. Let it be known that this is the “Official Magazine” of the NC VFW and that all proceeds go directly to the state organization.

PRESENTATION OF MEDIA KIT: The Media Kit contains everything you need to assist with ad sales from size of ad, pricing, technical requirements, contract regulations to the insertion order.

TAKING AN ORDER: When placing an order be aware of magazine closing dates and when advertising materials are due. Refer to page 2 in Media Kit.

The essential forms that are required to be sent with advertising copy are:

Signed Advertising Contract (page 6 Media Kit)

Magazine insertion order (page 7 Media Kit)

SENDING AD ORDER: Ads by regular mail with checks will be sent to:

Department of NC VFW, PO Box 25337 Raleigh, NC 27611

PAYMENT: All checks will be made payable to **Department of NC VFW**

ASSISTANCE: For questions and assistance please contact Clark Hunter, Associate Editor at 336-200-4747 or Email clarkhunter@skybest.com.

AD Pricing

Display Space Rates

Ad Size	Single Issue
Full Page	\$300
2/3 Page	\$200
1/2 Page	\$150
1/3 Page	\$125
1/4 Page	\$100
1/6 Page (Horizontal)	\$75
1/6 Page (Vertical)	\$75

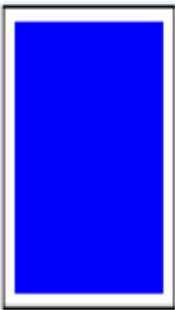
Covers

Front Cover	Not Sold
Left Inside	\$500
Right Inside	\$500
Back Cover	\$800

All Ads are priced at One Time Insertion Rate.

Discounts Available on multiple insertions.

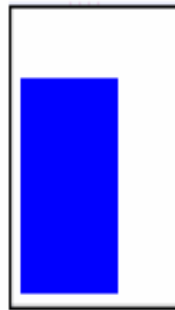
AD SIZES



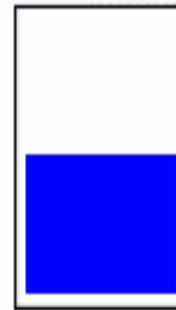
Full Page
7" x 10"



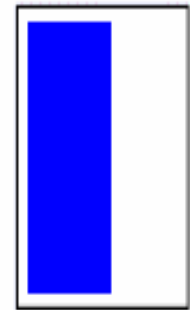
2/3 Page
4 5/8" x 10"



Island 1/2
4 5/8" x 7 3/8"



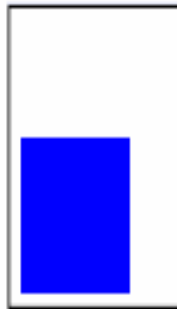
1/2 Page
7" x 4 7/8" (H)



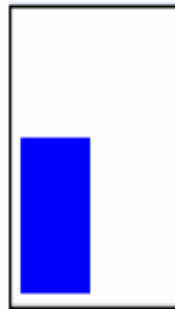
1/2 Page
3 3/8" x 10" (V)



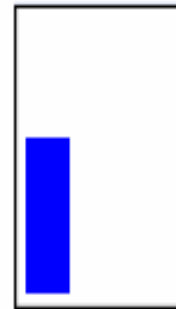
1/3 Page
2 1/4" x 10" (V)



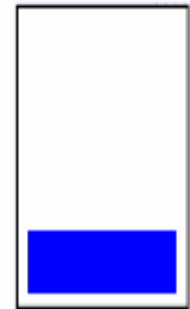
1/3 Page
4 5/8" x 4 7/8"



1/4 Page
3 3/8" x 4 7/8" (V)



1/6 Page
2 1/4" x 4 7/8" (V)



1/6 Page
4 5/8" x 2 3/8" (H)

MAGAZINE TECHNICAL REQUIREMENTS

The Leader magazine operates in a PDF workflow environment. For best reproduction, please send us a high-resolution PDF. If possible, preflight your files before sending. We can process these files with 100% accuracy as long as you provide the information requested in the Mechanical Requirements section. A sample must accompany all ads submitted to the magazine which is issued 4 times per year.

Please send ALL ads as CMYK, 300 dpi PDF files. If Acrobat Distiller is being used, save the PDF as Press Quality. Please make sure that all fonts are embedded into the PDF document.

If saving as a PDF is not an option please send us .tiff file format. The color mode should be CMYK, the resolution should be 300. Please make sure all fonts and pictures are embedded into the file. Photo files should be .jpg. 300 dpi or greater.

MATERIAL SHIPPING & UPLOADING INSTRUCTIONS:

If file size is less than 10MB please email to leaderinfo@vfwnc.com

Advertising material over 10MB and overnight or express delivery can be shipped to:

DEPARTMENT OF NC VFW LEADER MAGAZINE

PO BOX 25337

917 NEW BERN AVENUE

RALEIGH, NC 27611

CONTACT INFORMATION:

Publisher: North Carolina Department of Veterans of Foreign Wars

Editor: Greg Stafford – editor@vfwnc.com

Public Affairs Officer: Russ Chambers – pao@vfwnc.com

Assistant Editor: Clark Hunter – leaderinfo@vfwnc.com

MAGAZINE ADVERTISING
CONTRACT & COPY REGULATIONS

All advertisements, contracts and insertion orders accepted are subject to terms and regulations. All advertising is subject to Publisher's approval.

Positioning: Positioning of advertisements is at the discretion of the Publisher.

Payment: All checks are made payable to Department of NC VFW.

Client assumes full responsibility for all payments in the event of agency (Acting or otherwise) defaults.

Publisher assumes no liability for errors in key numbers, free information numbers, or advertising index; or for failure to publish an advertisement for any reason. Advertiser and advertising agency assume full liability for all content of advertisements printed, and also assume responsibility for any claims arising therefore made against the Publisher.

The Publisher reserves the right to accept or reject any advertising copy which, at his discretion, is deemed objectionable, misleading, not in the best interest of the readers or contrary to Federal, State and/or Postal regulations whether or not the ad has previously been accepted and/or published.

Unless otherwise agree too, payment for advertising is paid in advance.

Date: _____ **Company Name:** _____

Contact Person: _____

Contact Phone: _____ **Email:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Authorized Signature: _____ **Print:** _____

MAGAZINE INSERTION ORDER

DATE: _____

FROM:

Post No. _____ **Name** _____

Address: _____

Email Address: _____ **Phone:** _____

Advertiser: _____

Address: _____

Email Address: _____ **Phone:** _____

ISSUE: Winter/Spring/Summer/Fall (Circle Issue)

SIZE OF AD(S) _____ **COST OF AD(S) \$** _____

TOTAL COST OF ADS \$ _____

Please submit insertion order and Ad copy to: leader[info@vfwnc.com](mailto:leaderinfo@vfwnc.com)

Please make all checks payable to Department of NC VFW.

Ads sent by regular mail with Ad payments send to:

**DEPARTMENT OF NC VFW
PO Box 25337 * 917 New Bern Avenue
Raleigh, NC 27611**

For further information please contact:

**Clark Hunter 336-200-4747
Email: leaderinfo@vfwnc.com**