



## 2015 Display Advertising Rates & Insertion Order

### Ad Size & Mechanicals

**Please circle desired size and number of runs on chart below**

**➡ HUGE savings over other publications. All ads are full color CMYK process at no extra charge.**

Ad Size	Full Rate Per Issue (2 Months)	3 Issues @ 8% disc Per Issue	6 Issues @ 15% disc. Per Issue	Dimensions	
				Horizontal	Vertical
<b>Full Page</b>	<b>\$810</b>	<b>\$745</b>	<b>\$688</b>	<b>10"W x 9.75"H</b>	
<b>1/2 Page</b>	<b>\$450</b>	<b>\$414</b>	<b>\$362</b>	<b>10" x 4.85"</b>	<b>5" x 9.75"</b>
<b>1/3 Page</b>	<b>\$325</b>	<b>\$299</b>	<b>\$276</b>	<b>10" x 3.25"</b>	<b>3.25" x 9.75"</b>
<b>1/4 Page</b>	<b>\$260</b>	<b>\$239</b>	<b>\$221</b>	<b>10" x 2.5"</b>	<b>5" x 4.75"</b>
<b>1/8 Page</b>	<b>\$135</b>	<b>\$124</b>	<b>\$115</b>	<b>10" x 1.25"</b>	<b>5" x 2.5"</b>
<b>Business Card</b>	<b>\$75</b>	<b>\$69</b>	<b>\$64</b>	<b>3" x 2"</b>	
<b>Supporter Ad</b>	<b>\$45</b>			<b>1.5" x 1"</b>	

**➡ Contract ads and ads of 1/4 page and up receive a free listing on our website.**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Physical address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please indicate size and run times by circling above.

Desired Run Date: \_\_\_\_\_

Advertiser Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

We offer you convenient billing options. You can pay the full agreement amount in advance or we can bill you each month, whichever you prefer. When you agree to advertise multiple times your ad will be placed automatically in each issue for the designated period. You may change content every month, provided new copy is submitted by the deadline.



We Look Forward To Serving  
Your Advertising Needs!

\*We prefer ads to be emailed as PDF, TIFF or JPEG files to:  
news@theveteransvoice.com

\*We are a bi-monthly publication.  
Published as follows:  
 ✪ Jan./Feb. ✪ March/April  
 ✪ May/June ✪ July/August  
 ✪ Sept./Oct. ✪ Nov./Dec.

\* Prices are per issue: 3 issues(6 months) business card is 3 x \$64=\$192.00

\*Any nonstandard size is available at comparable rates. Please request quote.

\* In case of misprint due to printer error the ad will be reprinted with no liability to the newspaper.

\*Rates may be discounted for advertising agencies. Contact publisher for details at vetsvoiceusa@gmail.com



**THE  
VETERANS'  
VOICE  
2015 EDITORIAL CALENDAR**

<b>Issue</b>	<b>Benefit Focus Health Focus</b>	<b>Special Editorial Content</b>	<b>Close Date</b>
<b>Jan/Feb</b> Saluting Vietnam Vets	Due Process for Veterans Agent Orange Presumptive List	New Year's Resolution	<b>12/20/14</b>
<b>March/April</b>	Your VA backed home loan. Tax Time-Tips Hearing health		<b>2/13/15</b>
<b>May/June</b> Memorial Day	Your GI Education Benefits Prostrate Cancer	Veteran Friendly Destinations Military Discounts	<b>4/14/15</b>
<b>July/Aug</b> Independence Day	Owning Your Own Business Franchise Opportunities	Special supplement featuring products "Made in America"	<b>6/12/15</b>
<b>Sep/Oct</b> Patriot's Day	USSERA & you Job hunting tips		<b>8/14/15</b>
<b>Nov/Dec</b> Veteran's Day Holiday	Diabetes Aide & Attendance Dealing with disabilities	Military Collectibles Gadgets for G.I's of all ages.	<b>10/16/15</b>

\*Editorial content is subject to change.

\*When possible, we will supply editorial content to compliment ad copy on ads of 1/4 page or more.

\*General editorial content includes book reviews, legislative updates, service connected medical issues, help with obtaining benefits, and commentary on a variety of topics.



## THE VETERANS' VOICE 2015 MEDIA KIT

We'll put your company and product squarely in front of the most admirable demographic in our country today- veterans and military personnel-at exceptionally affordable prices.



Thanks for your interest in advertising with *The Veterans Voice*. Below are the reasons why it is a good choice for your business.

⇒ **Targeting veterans** and their families; 73% are 50+ years while 27% are under 50 years of age with an average age of 58 to 60. Veterans number 25 million in the U.S. (that doesn't include active military). We are an independent, bi-monthly, veteran's advocate publication, dedicated to serving all veterans of all eras and their causes.

⇒ **Best Value for your advertising dollar.** Veterans actually read our paper and then pass it around to their friends; it's not thrown away after they thumb through it once. Veterans are a great source for referral business.

⇒ **What veterans spend their money on:** With plenty of disposable income, they are well known as motorcycle enthusiasts, collectors of guns and military items; they also have money for outdoor gear, financial investments, real-estate, cruises, travel, automobiles and motor homes.

⇒ **Our distribution** is accomplished by mail to paid subscribers, and qualified locations including: VA facilities, veteran's organizations, senior centers, elected officials, and qualified medical facilities.

⇒ **Bonuses** include full color advertising as well as an entire month on our website for ad sizes of 1/4<sup>th</sup> page and up, or contract ads. We don't tack on charges for every little thing like borders and pictures. We also keep a good balance between editorial content and advertising so your business won't get lost in a sea of advertising. You will get noticed.

⇒ **People LOOK for advertisements** in print media, while in other media it is an unwelcome intrusion. When your message is written down, it will be remembered.

⇒ **Our veterans paid the price** in full so that we, and our children, have the freedoms many take for granted today. Your advertising helps us keep vets informed and shows you appreciate their service and business. No matter what the political climate, they deserve no less.

### Some history about us

⇒ **We have served well over a million veterans** since we first started in 2001. Having been employed by the Stars & Stripes (stateside edition) when they discontinued publishing a print paper, we saw the need to continue the tradition of advocating for veterans, so we set in motion our first quarterly publication dedicated to all Veterans past and present. Our paper quickly gained support in the veteran community and now veterans nationwide eagerly look forward to "their" newspaper.

You can visit our website at: [www.theveteransvoice.com](http://www.theveteransvoice.com).



# What Our Readers Have to Say

***"I READ YOUR PAPER RELIGIOUSLY EVERY MONTH- BEST REGARDS AND THANKS FOR A FINE PUBLICATION."*** -JEFFREY E. PHILLIPS, COMMUNICATIONS DIRECTOR- HOUSE COMMITTEE ON VETERANS' AFFAIRS -HON. STEVE BUYER (R-IN), FORMER CHAIRMAN

***BRIGADIER GENERAL PUTNAM, OF THE MONTANA ARMY NATIONAL GUARD AGREES, "THE VOICE IS A VERY INFORMATIVE AND NEWSWORTHY PUBLICATION."***

***"I JUST FOUND A COPY OF YOUR NEWSPAPER AND ENJOYED IT VERY MUCH. I AM A SERVICE OFFICER AND A DISTRICT COMMANDER FOR THE VFW IN THE STATE OF COLORADO AND I BELIEVE THAT ALL OF US SHOULD READ THIS PAPER"*** -JIM LAFFERTY

***"KEEP 'EM COMING! SEND 50 AT A TIME."*** - VINCE RIOS, WAR MEMORIAL COMMISSION -AMERICAN LEGION, SAN FRANCISCO, CA

***"WE LOVE IT! WE WILL TAKE AS MANY COPIES AS WE CAN GET!"*** - AMVETS-DEPART OF TX

***"I WOULD LIKE TO SUBSCRIBE TO YOUR EXCELLENT PAPER. I COULD PROBABLY FIND IT AT THE VA HOSPITAL, BUT I DON'T WANT TO MISS A COPY."*** - LT COL GERALD A McDOWELL

***"THANK YOU VERY MUCH FOR "THE VETERANS' VOICE", I VERY MUCH ENJOYED READING IT, IT'S FILLED WITH USEFUL INFORMATION."***-V. K. McCRAY-MEMPHIS, TN

***"I WOULD LIKE TO INDEED KEEP GETTING COPIES OF THE VETERANS' VOICE. IT'S VERY INFORMATIVE AND OUR VETERANS HERE REALLY, REALLY ENJOY GETTING IT!"*** WHITNEY BELL, STATE VETERANS' HOME, FAYETTEVILLE, NC

***"I EXTEND TO YOU OUR APPRECIATION FOR YOUR GIFT OF READING MATERIALS FOR OUR VETERAN/PATIENTS. YOUR CONTRIBUTION WILL BE USED TO ENHANCE THE EXCELLENT MEDICAL SERVICES GIVEN OUR NATIONS VETERANS AT OUR FACILITY."*** -NORMA M VALAZQUEZ - ORLANDO VA HEALTHCARE CENTER

***"KEEP UP THE GOOD WORK, GOOD TO SEE SOMEONE OUT THERE WITH ENOUGH GO TO KEEP US INFORMED, THANKS, AND GO GET THEM."*** -W. PERSALL

***"JUST FOUND OUT ABOUT YOU FROM ONE OF MY SWIFTBOAT SAILORS ASSOC. SHIPMATES. LOOKS GREAT, INTEND TO SPEND A LOT MORE TIME ON THIS WEBSITE SOON."***- YOURS IN BROTHERHOOD, ALWAYS, JOE LA VOICE, CW02(BOSN) USN RET.

***"I AM VERY IMPRESSED WITH YOUR PAPER AND I FEEL HONORED TO BE ABLE TO SUBSCRIBE TO IT. THANK YOU FOR THE EXCELLENT WORK YOU ARE DOING ON BEHALF OF VETERANS EVERYWHERE."*** -GERALD D MATEA-ALBUQUERQUE, NM

# The Veterans' Voice

Patriotic Publications ▪ 3409 Dover Avenue ▪ Rock Springs, WY 82901  
888-826-3215 ▪ news@theveteransvoice.com ▪ www.theveteransvoice.com

## INSERTION ORDER

▪ New Account ▪

Date: 1/30/2015

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web: \_\_\_\_\_

Person Ordering: \_\_\_\_\_

E-Mail \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

### Circle Desired 2015 Run Dates and Size

- JANUARY/FEBRUARY ● MARCH/APRIL ● MAY/JUNE
- JULY/AUGUST ● SEPT/OCT ● NOVEMBER/DECEMBER

### Ad Size

- Full Page – 10" W x 9.75" ● Half Page - 5" x 9.75"
- Quarter Page – 5" x 4.5" ● Eight Page 10" x 1.25"

Rate Confirmed At: \_\_\_\_\_

Billing to be sent to: \_\_\_\_\_

\_\_\_\_\_

**Special Instructions and Remarks:**

**General Information:**

The space closing date for an issue is generally the 15<sup>th</sup> of the preceding issue (i.e., 12<sup>th</sup> August is the closing for the September/October issue.) Advertising materials are due by the 19<sup>th</sup>. Advertising materials are due on the 20<sup>th</sup>. **Payment for first time or one-time ads may be required to accompany the insertion order. *Ad material must be supplied in a digital format.*** Materials provided in any other format are subject to additional charges.

**Return Signed Insertion Order to:** The Veterans' Voice, P.O. Box 2672, Rock Springs, WY 82902  
Fax 307-212-6730— or e-mail [vetsvoiceusa@gmail.com](mailto:vetsvoiceusa@gmail.com) .

Accepted for the Publisher by: \_\_\_\_\_ Date \_\_\_\_\_

# Terms And Conditions

## I. This Document

A. There is no agreement between the Advertiser and Publisher in addition to or otherwise than herein stated. This document contains the whole agreement between Advertiser and Publisher and is governed by Wisconsin law.

B. The Advertiser warrants that he is the duly appointed agent or authorized representative of the product or service advertised and it is understood that the advertising applied for will be solely for advertising the products or services he represents and that the periodical advertising applied for is not subject to resale. The Advertiser further warrants and represents that the description of the product or service advertised is true in all respects.

C. The person signing this document warrants that he or she is authorized to sign it.

D. This document, if accepted by the Publisher, shall become a binding obligation upon the Advertiser and its Agency with respect to each specified item of advertising on the Deadline Date of the issue in which such advertising is to be inserted.

E. The terms and conditions of the current rate card, receipt of which is acknowledged by the Advertiser, are incorporated in these terms by reference.

## II. Publisher's Rights

A. Conditions, other than rates, are subject to change by Publisher without notice.

B. The Publisher reserves the right at all times to edit, reject or discontinue any or all advertising matter at its sole discretion. In the event of rejection or discontinuance, the Advertiser shall be given a pro rata refund.

C. Positioning of advertisements is at the sole discretion of the Publisher.

D. The Publisher reserves the right to restrict or refuse advertising where (a) the advertising ordered by the Advertiser contains willfully false statements, willfully serves to mislead the public or, (b) the Publisher has had complaints from readers and/or city, state, federal, or other regulatory agencies which indicate the Advertiser may be engaging in unethical business practices or (c) where such advertising is not consistent with policies, practices and/or other content of the publication.

## III. Payments & Cancellations

A. The charges shown on this advertising agreement will be due when bills are rendered except where prepayment is required. In the event the Advertiser fails to pay promptly any amount due, all amounts remaining to be paid for the advertising shall become due and payable together with interest at the rate of 18% per annum, compounded monthly, plus reasonable attorney's fees and court costs. The Publisher reserves the right to require payment in advance of publication for all or part of the charges for the advertising for any issue.

B. The Publisher has the right to hold the Advertiser and/or its Advertising Agency jointly and severally liable for all monies due to the Publisher for the advertising placed.

C. Changes or cancellations must be received by the Publisher in writing before the deadline or closing date of the issue in which cancellation is requested. Production charges will be invoiced to the Advertiser according to the Publisher's established policy and rates.

## IV. Errors And Liability

A. The Publisher is not liable in any way for any delays in delivery of the publication due to any act or condition that is beyond the control of the publisher.

B. The Advertiser agrees that the Publisher shall not be liable to correct any omission or error in any advertisement, nor will the Publisher be required to give any special notice thereof of any type to anyone prior to the next regular scheduled publication of its periodical.

C. In the event of any error in, or omission of, all or any part of an advertisement, the Publisher's liability shall be limited to a pro rata abatement of the charges payable for such advertisement during the service life of the publication issue in which such error or omission occurs in the same proportion that such error or omission reduces the value of the entire advertisement. In no event shall the Publisher's liability to the Advertiser for all claims of any kind for loss or damage arising out of or resulting from any such error or omission exceed the total of such charges payable for the advertisement. In no event shall the Publisher be liable for any loss of the Advertiser's business, revenues or profits, the cost to the Advertiser of other forms of advertising, or special, consequential or penal damages of any nature. The foregoing provisions shall constitute the Publisher's sole liability to the Advertiser and the Advertiser's exclusive remedy against the Publisher in the event of such error or omission, and not otherwise.

## V. Protection Of Copyrights

A. Advertisements are accepted upon the representation that the Advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the Advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.

B. The Advertiser assumes sole responsibility for the protection of copyright in any writing, pictorial illustration, design, map, photograph, or combination thereof included in its advertising material submitted to the Publisher.

C. The Advertiser warrants that all advertising matter submitted shall not violate any rights of any person, firm, corporation, or entity including but not limited to copyright and trademark rights