



CALIFORNIA Legionnaire

Official Publication of the American Legion Department of California

Display Advertising Media Kit for the California Legionnaire

The California Department of the American Legion publishes a bi-monthly tabloid newspaper which reaches thousands of Legion members and their families across the golden state.

Legionnaire Circulation

This high quality product has an average circulation of 155,000 unduplicated copies which are mailed to the home of every member

Advertising in the Legionnaire Approved

In the past "The Legionnaire" has not accepted advertising of any kind, but members have recently decided to support advertisers that are interested in reaching them. This has created an exciting retail opportunity.

A Rich Demographic Market

Advertising in "The Legionnaire" offers direct access to consumers who have higher than average disposable incomes, travel several times a year and are not afraid to invest and spend money for quality products.

The Legionnaire offers a unique opportunity for advertisers to reach this rich target market. Be one of the first to take advantage by placing your advertisement in an upcoming edition. Call today to find out how you can take advantage of this special opportunity.

Contact Information

Questions and General Information

Anthony Yavasile
Phone: (559) 322-2215
Fax: (559)322-2219
E-Mail: anthony@concoursecomm.com

Mailing Address

Concourse Communications
1175 Shaw Ave Ste 104
PMB 304
Clovis, CA 93612-3932

Mailing Address - Overnight Delivery

Concourse Communications
2585 E Perrin Ste 114
Fresno, CA 93702

Advertising Restrictions

California Legionnaire is published bi-monthly by the California Department of The American Legion for its members. These wartime veterans dedicate themselves to God and Country and traditional American values; strong national security; adequate and compassionate care for veterans, their widows and orphans; community service; and the wholesome development of our nation's youth.

The following advertisements are unacceptable for placement in the California Legionnaire:

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|--------------------------------------------------------------------------------------|-----------------------------------|---------------------------------|-------------------------------------------------|
| Advertisements containing The American Legion name/emblem without written permission | Explosives | Abortion Counseling or Services | Any Advertisements With a Sexual Focus |
| Tobacco Products | Tear Gas and Pepper Spray Weapons | Personals | Pay-Per-Call 900 or Offshore Telephone Services |
| | Political Advertisements | Adult-Oriented Services | Steroids or Like-Banned Substances |

In addition to the other policies described, it is the policy of California Legionnaire to promote harmony amongst the individual posts and not to foster competition for members amongst the posts. California Legionnaire will not publish any advertisement that includes or promotes individual or unique qualities of a specific post or its membership. Any advertisement submitted by a post for recruitment of members shall not include information beyond the identity and location of the post and the person to contact for additional information or to join. Similarly, any advertisement for an event or fundraiser shall not make reference to individual or unique qualities of a post or its membership.

Advertising may be declined or edited at the editors discretion. All advertising is subject to current postal regulations concerning such advertising and nonprofit mail distribution.

Advertising simulating news may be accepted, but must carry the word "Advertisement" at the top of the ad, and must be set in typeface clearly different from the typeface used for the remainder of California Legionnaire.

Production Schedule and Deadlines

Edition	In-Home Date*	Camera Ready Deadline	Build/Space Deadline
Nov/Dec 2004	Dec 2, 2004	Nov 9, 2004	Nov 4, 2004
Jan/Feb 2005	Feb 3, 2005	Jan 12, 2005	Jan 6, 2005
Mar/Apr 2005	Apr 5, 2005	Mar 10, 2005	Mar 4, 2005
May/June 2005	Jun 3, 2005	May 11, 2005	May 6, 2005
Jul/Aug 2005	Aug 4, 2005	July 13, 2005	July 8, 2005
Sep/Oct 2005	Oct 3, 2005	Sep 13, 2005	Sep 9, 2005

*Due to mailing delays, the In-Home Date is subject to vary slightly without notice.

Mechanical Specifications

Type of Web: Cold Web
Line Screen: 85 lines per inch
Standard Size Page: 10" x 12"

Column width: 1.867"
Double Truck: Allow for 1" gutter
Negatives: Right Reading, emulsion down

Electronic Specifications

.EPS (fonts outlined/embedded)
.AI (fonts outlined/embedded)
.TIFF (300 dpi)

JPEG (300 dpi)
.PDF files accepted only after publisher's review

Credit Policy/Co-Op Advertising

All advertising shall be prepaid unless a credit application has been submitted and approved by publisher. Upon credit approval, all payments are due in full within 15 days of the invoice. A finance charge of 18% per annum, will be assessed to accounts delinquent for more than 30 days. Additionally, severely delinquent accounts will be assigned to a third-party agency for collections and have further credit revoked.

In cases where the cost of advertising is to be shared with a manufacturer, distributor or other private party, the individual or concern placing the advertisement insertion order will be liable for full payment to publisher.

Camera-Ready/Agency Discounts

All non-commissionable camera-ready ads will receive a 15% discount. Ads must meet mechanical specifications regarding size and image quality. Faxes of ads will not be accepted as camera-ready.

Accredited and recognized advertising agencies will receive a 15% commission on all placed advertising. Such ads will not receive a camera-ready discount

Rate Changes

Publisher reserves the right upon 30-day notice to change the rates herein listed. In the event of a rate increase, advertiser reserves the right to accept the increase, or to cancel an established advertising contract with no penalty, providing cancellation is delivered in writing to the publisher within the 30-day notice period. A continuance of advertising after the new rates go into effect will constitute acceptance of new rates and policies.

Display Advertising Rates - Open Rate: \$37.50 per column inch

Note: The California Legionnaire Newspaper is a standard-size, 5 column tabloid. Each column is 1.867" wide. For Cost-Per-Thousand (CPM) calculations, the distribution is 160,000.

Build Rate

	62 1/2 col in	31 1/4 col in	15 col in	10 col in	6 col in
OPEN	\$2,343.75	\$1,171.88	\$562.50	\$375.00	\$225.00
3x	\$2,109.38	\$1,054.69	\$506.25	\$337.50	\$202.50
6x	\$1,875.00	\$937.50	\$450.00	\$300.00	\$180.00

Business Card Advertisements

\$126

Card must be able to be scanned. No Build-Rate applies to Business Card Rates. Black & White only

Color Increases Reader Retention by 30%

Spot Color = \$150 • Full Color (CMYK) = \$350

Single or full color ads are available for advertisements. All color rates are in addition to advertising space purchased. Double-truck advertisements count as two pages.

Camera - Ready Rate (15% Discount)

	62 1/2 col in	31 1/4 col in	15 col in	10 col in	6 col in
OPEN	\$1,992.19	\$996.09	\$478.13	\$318.75	\$191.25
3x	\$1,792.97	\$896.48	\$430.31	\$286.88	\$172.13
6x	\$1,593.75	\$796.88	\$382.50	\$255.00	\$153.00

Pre-Printed Inserts

\$25 per thousand

Pre-printed inserts are to be folded to accommodate the size specifications. 155,000 copies of the insert must be supplied to the printer no later than seven days prior to the date of publication. It is the responsibility of the advertiser to ensure arrival of the insert to the printer by the specified deadline. Contact your sales representative for more details.

Deliver Inserts to:

Casey Printing
398 E San Antonio Dr • King City, CA 93930

Special Size Rates

Full Page (10" x 12 1/2") \$2,343.75	Half Page Horizontal (10" x 6 1/4") \$1,171.88	Half Page Vertical (5" x 12 1/2") \$1,171.88	Quarter Page Horizontal (10" x 3 1/8") \$585.94	Quarter Page Vertical (5" x 6 1/4") \$585.94
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Effective Nov, 2004

Publisher reserves the right to make modifications/adjustments to all elements of the above. Placement of advertisement after changes have been made constitutes advertiser acceptance of said changes