

VFW MAGAZINE

2009



The official publication of the
Veterans of Foreign Wars
Member Audit Bureau of Circulation

rate card #54

CONTACT

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GENERAL ADVERTISING RATES

Size	1x	5x	10x
Four Color			
1 Page	\$35,590	\$34,935	\$33,780
2/3 pg	25,010	24,465	23,730
1/2 pg	19,565	19,110	18,630
1/3 pg	13,140	12,905	12,570
1/6 pg	7,120	6,910	6,750

Black & White

1 Page	\$28,115	\$27,630	\$27,240
2/3 pg	19,600	18,865	18,465
1/2 pg	15,460	14,910	14,450
1/3 pg	9,835	9,495	9,095
1/6 pg	5,055	4,895	4,685

Cover Rates

2nd/3rd	\$40,755	\$38,830	\$37,480
4th	51,975	49,410	47,835

MAIL ORDER ADVERTISING RATES

Size	1x	5x	10x
Four Color			
1 Page	\$30,295	\$29,825	\$29,280
2/3 pg	21,295	20,875	20,565
1/2 pg	16,735	16,400	16,125
1/3 pg	11,165	10,975	10,770
1/6 pg	6,085	5,965	5,875

Black & White

1 Page	\$24,400	\$23,870	\$23,010
2/3 pg	17,040	16,795	16,060
1/2 pg	13,420	13,080	12,650
1/3 pg	8,580	8,400	8,100
1/6 pg	4,450	4,290	4,200
Agate Line	63	61	59

Cover Rates

2nd/3rd	\$34,665	\$34,095	\$33,475
4th	44,175	43,440	42,715

ISSUE AND CLOSING DATES

Issue	Closing	Material Due	On Sale
January	11/10/08	11/17/08	1/1/09
February	12/10/08	12/15/08	2/1/09
March	1/12/09	1/16/09	3/1/09
April	2/10/09	2/16/09	4/1/09
May	3/10/09	3/16/09	5/1/09
June/July	4/10/09	4/15/09	6/1/09
August	6/10/09	6/15/09	8/1/09
September	7/10/09	7/15/09	9/1/09
October	8/10/09	8/17/09	10/1/09
November	9/10/09	9/15/09	11/1/09
December	10/12/09	10/16/09	12/1/09

BRCs should be delivered to Quebecor on the first of each preceding month of the cover date. For example, a March 2009 issue should have BRCs delivered on or around the first of February, etc.

FRACTIONAL ADVERTISING RATES

Size		1x	5x	10x
1 x 2 ⁵ / ₁₆ in	14 lines	\$882	\$854	\$826
1 1/2 x 2 ⁵ / ₁₆ in	21 lines	1,323	1,281	1,239
2 x 2 ⁵ / ₁₆ in	28 lines	1,764	1,708	1,652
2 1/2 x 2 ⁵ / ₁₆ in	35 lines	2,205	2,135	2,065
3 x 2 ⁵ / ₁₆ in	42 lines	2,646	2,562	2,478
4 x 2 ⁵ / ₁₆ in	56 lines	3,528	3,416	3,304

The rates which are listed above are based on the following agate line rates:

Agate Line Rate	\$63	\$61	\$59
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All fractional space advertising requires payment with order.

ADDITIONAL COLORS

Second or match color add \$1,650.

SPLIT CHARGES

Splits are available. Please contact GLM Communications for rates.

SPECIAL POSITIONS

Orders indicating specific interior page positions acceptable at 20% premium over earned rate.

CARD INSERTS

Please contact GLM Communications for Card Inserts information.

TERMS

Commissions and Discounts

- A) 15% to recognized advertising agencies.
- B) No agency commission allowed on overdue accounts. An invoice is deemed overdue after 45 days from date of issue.
- C) Cash with order on advertising placed directly by advertiser and not through a recognized advertising agency.
- D) "In-house" and "house agencies" are considered direct advertisers and will be required to comply with Section C, requiring prepayment. Any deviation from this must be approved in writing.

Copy and Contract Regulations

- A) Rates guaranteed against increase for 90 days after acceptance of order.
- B) All copy subject to approval.
- C) All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
- D) No cancellations accepted after closing date.
- E) Prior to accepting any advertising from NEW advertisers, we will need:
 - 1) a bank reference;
 - 2) the names of two publications in which you have advertised before, if at all possible;
 - 3) a brief summary of your company; and
 - 4) a check in full payment for your first ad. Exception: when the ad is placed by a 4A

agency or from an agency listed in the Standard Directory of Advertising Agencies.

- F) No cancellation of cover or other premium positions accepted. Card inserts also are non-cancelable.
- G) Cancellation of contract space forfeits advertiser's right to benefit of frequency discounts. Please call GLM Communications for details.
- H) No rate holders accepted.
- I) When change of copy is not received by closing date, previous copy will be used.
- J) Advertising agencies must submit the complete name, address and phone number of the clients who are advertising, along with the principals of the company advertising and a description of company activities.
- K) No deduction allowed for error in provided key numbers.
- L) "Til forbid" orders do not hold rate.
- M) Only bona fide orders for definite schedules accepted by publisher to hold rates.
- N) Should an account become delinquent, GLM Communications shall demand immediate payment in full. Should the agency or account be placed for collection, a 25% collection charge will be added to the billable amount of the advertising statement.
- O) The word "advertisement" must be prominent on any ad that appears to be editorial matter. This is required by publishing industry ethics.
- P) The magazine accepts no responsibility to advise an advertiser of any competitive advertising situations in any issue. No make goods, rebates or discounts will be granted.

MECHANICAL REQUIREMENTS

Printed by Rotogravure

Ad Formats (in preferred order) and Specifications:

- 1) **PDF version 1.4 or X1A:** PDF files must have all fonts and images embedded. Images must be CMYK and high resolution. High resolution images need to be 300dpi, 200dpi minimum. Images less than 200dpi will be rejected. For a detailed Acrobat Distiller setup description, a PDF in a folder "PDF_Info" can be downloaded from the following ftp site: <ftp://stchqnf1.qwinc.com>. Use "ftpguest" as the username and password.
- 2) **Illustrator EPS version CS3 or lower:** Illustrator EPS files should contain only the colors to be printed in CMYK, Spot Color or Grayscale mode. All fonts must be converted to outlines. All images must be high resolution, composite and embedded.
- 3) **QuarkXPress, version 7.x or lower; Adobe InDesign version CS3 or lower:** All fonts must be supplied. A collect for output should be performed to ensure all images are supplied. All images must be

high resolution, composite and CMYK or Grayscale only. High resolution images need to be 300dpi, 200dpi minimum. Images less than 200dpi will be rejected. Quark files should contain only the colors that are to be printed. (Note: Quark files require special handling and may incur additional expense for troubleshooting, which will be charged at a rate of \$75/hour.)

Specifications

- One and 2/color text pages: 120-line screen recommended.
- 4/color text pages: 133 line screen recommended; 4/color cover: 150 line screen recommended, minimum 133. Maximum density 280%. Number of proofs: progressives 2 sets.

Advertising Space Units

Final trim size is 8in x 10¹/₂in: bleeds extend .125 in. beyond trim.

Size	Width	Depth	Agates
Full Page, Live Area	7 ¹ / ₄ in x	9 ³ / ₄ in	420
Cover/Full Page Bleed	8 ¹ / ₄ in x	10 ³ / ₄ in	420
2/3pg	4 ¹ / ₄ in x	9 ³ / ₄ in	280
1/2isl	4 ¹ / ₄ in x	7 ¹ / ₄ in	210
1/2H	7 ¹ / ₄ in x	4 ⁵ / ₁₆ in	210
1/3V	2 ¹ / ₄ in x	9 ³ / ₄ in	140
1/3SQ	4 ⁵ / ₁₆ in x	4 ⁵ / ₁₆ in	140
1/6pgV	2 ¹ / ₄ in x	4 ⁵ / ₁₆ in	70
1/6pgH	4 ⁵ / ₁₆ in x	2 ¹ / ₄ in	70

Any advertiser or agency supplying material that does not conform to the requirements stated herein will be subject to additional production charges.

Media

Acceptable media are: CD or DVD discs.

SEND PRODUCTION MATERIAL TO:

GLM Communications, Inc.
242 West 27th Street, Suite 1B
New York, NY 10001
Attn: VFW Production

Indicate issue date for which material is to be used.

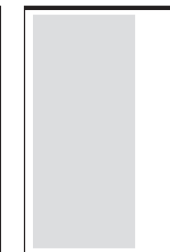
SEND PREPRINTED INSERTS TO:

Quebecor World Printing Services Franklin
300 Brown Road
Franklin, KY 42134
Attn: VFW Magazine

UNIT SIZES



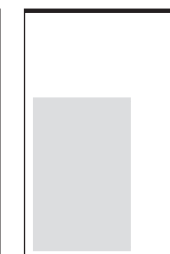
Full Page (7¹/₄"x9³/₄"
420 Agates (Live Area)



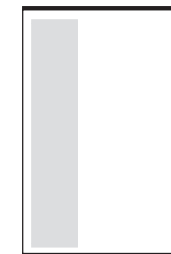
2/3 Page (4¹/₄"x9³/₄"
280 Agates



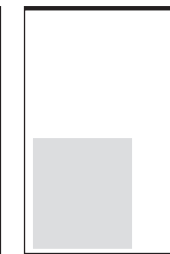
1/2 Page (7¹/₄"x4⁵/₁₆"
210 Agates



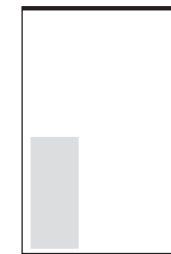
1/2 Page (4¹/₄"x7¹/₄"
210 Agates



1/3 Page (2¹/₄"x9³/₄"
140 Agates



1/3 Page (4¹/₄"x4⁵/₁₆"
140 Agates



1/6 Page (2¹/₄"x4⁵/₁₆"
70 Agates



1/6 Page (4¹/₄"x2¹/₄"
70 Agates