



Big 10 Conference

October 13-15, 2017



Veterans of Foreign Wars and Auxiliary
DEPARTMENT OF MINNESOTA

Program AD Book Form

Welcome to Minnesota and the 2017 Big Ten Conference

The Conference will be held at the Minneapolis Marriott Airport, located at 2020 American Blvd.,
Bloomington, Minnesota

We, as the Host State are responsible for preparing a "Big Ten Conference Program Book". To help us complete this mission we are offering ADS to all Departments, Districts, Posts and Auxiliaries interested in placing an AD in our 2017 Big Ten Conference Program.

AD BOOK RATES ARE AS FOLLOWS:

<u>PAGE SIZE</u>	<u>RATES</u>
FULL PAGE (8" X 11")	\$200.00
ONE HALF PAGE	\$125.00
ONE QUARTER PAGE	\$75.00

ALL ADS **MUST** BE READY TO BE SENT TO THE PRINTER "AS IS".

Our printer has notified us that ads which are not camera ready will be charged an extra \$10.00.

QUESTIONS: Call Melody 651-291-1757 or melodymnvfw@vfwmn.us

MAKE CHECKS PAYABLE TO: Department MN V.F.W.

EMAIL Ads to: melodymnvfw@vfwmn.us

MAIL Check (and Ads) TO: Dept of MN Veterans of Foreign Wars
Rice Street Station
PO Box 17146
St Paul, MN 55117

DEADLINE DATE FOR BOOKLET:
September 18th, 2017

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 pictures in my ad good?**
 - The higher quality of picture you have the better we can make you ad look. We prefer them to be 300 DPI or better.
- **Is my add layout correct?**
 - A full page is just that a full page.
 - For a Half page layout look to the top of the page and a Quarter page is to the right.
- **Is you Ad formatted correctly?**
 - We accept Word, Publisher, JPEG 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 you ad.

**Any questions please email Melody at
melodymnvfw@vfwmn.us**

Quarter Page Ad

3 3/4 x 5 1/8