



# VFW FALL CONFERENCE BOOK Advertising



September 22-24, 2017  
Best Western Kelly Inn, St Cloud, MN

ADVERTISING RATES FOR V.F.W. STATE, DISTRICT,  
AND POST/AUXILIARY FOR THE CONFERENCE BOOK.

<u>PAGE SIZE</u>	<u>RATES</u>
FULL PAGE (8" X 11")	\$200.00
ONE HALF PAGE	\$125.00
ONE QUARTER PAGE	\$75.00
PATRON	\$35.00

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.***

***EMAIL Ads to: [tomvogelvfw4847@gmail.com](mailto:tomvogelvfw4847@gmail.com)***

MAKE CHECKS PAYABLE TO: **St Cloud VFW Post 4847**

AND MAIL TO: **VFW Post 4847**  
Attn: Tom Vogel  
104 Franklin Ave. N.E.  
St Cloud, MN 56304

**DEADLINE DATE FOR BOOKLET:**  
***September 8th, 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 too 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 Tom Vogel at  
tomvogelvfw4847@gmail.com  
or call 320-252-4566**

## Quarter Page Ad

3 3/4 x 5 1/8