



ADVERTISING MEDIA KIT

The California Veteran Magazine

- The California Veteran is a quarterly online magazine (fall, winter, spring, summer)
- Circulation: 105,000
- Distributed to **VFW Members, California State Legislators & Elected Officials**
- The California Veteran is available online at www.vfwca.org and www.issuu.com/vfwca

Advertising Rates

Full Page Advertisement

8.34" x 11.25"

One Time Open Rate	\$1,500
One Time Rate VFW Member	\$1,350
Repeat Open Rate Insertion	\$1,350 per insertion
Repeat Insertion VFW Member	\$1,110 per insertion

Full Page

Half Page Advertisement

7.5" x 4.875"

One Time Open Rate	\$900
One Time Rate VFW Member	\$800
Repeat Open Rate Insertion	\$800 per insertion
Repeat Insertion VFW Member	\$700 per insertion

Half Page

1/4 Page Advertisement

3.625" x 4.875"

One Time Open Rate	\$600
One Time Rate VFW Member	\$500
Repeat Open Rate Insertion	\$500 per insertion
Repeat Insertion VFW Member	\$400 per insertion

**1/4
Page**

1/6 Page Advertisement

4.875" x 2.25"

One Time Open Rate	\$300
One Time Rate VFW Member	\$275
Repeat Open Rate Insertion	\$275 per insertion
Repeat Insertion VFW Member	\$250 per insertion

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Page**

Advertisement Submission Deadlines:

Issue	Ad Deadline	Publication
Fall	August 1	September • October • November
Winter	November 1	December • January • February
Spring	February 1	March • April • May
Summer	May 1	June • July • August

Contact Us:

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ADVERTISING AGREEMENT FORM

Please Select Advertisement Size

Full Page Advertisement ☐

Half Page Advertisement ☐

1/4 Page Advertisement ☐

1/8 Page Advertisement ☐

Please Select Desired Issue(s)

Fall (Sept./Oct./Nov.) ☐

Winter (Dec./Jan./Feb.) ☐

Spring (Mar./Apr./May.) ☐

Summer (May/June/July) ☐

Company	
Contact Name	
Contact Phone	
Contact Email	
Date	
Signature	

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