



The Veterans' Voice of Montana

"Fighting For Our Veterans - Supporting Our Troops"
888-826-3215
vetsvoice@blackfoot.net



2008 Display Advertising Rates & Insertion Order

Ad Size & Mechanicals

Please circle desired size and number of runs on chart below

Ad Size	1 Month	3 Months	6 Months	9 Months	1 Year	Dimensions	
Full Page	\$750	\$700	\$650	\$610	\$580	9.5"W x 11.25"H	
1/2 Page	\$480	\$450	\$425	\$400	\$380	Horizontal 9.5" x 5.75"	Vertical 4.5" x 11.25"
1/3 Page	\$320	\$300	\$280	\$260	\$250	9.5" x 3.75"	3" x 11.25"
1/4 Page	\$245	\$230	\$215	\$200	\$190	9.5" x 2.75"	4.5" x 5.75"
1/8 Page	\$180	\$170	\$160	\$155	\$150	4.5" x 2.75"	1.5 x 7"
Business Card	\$95	\$85	\$80	\$75	\$70	3" x 2"	
Directory	\$45	\$40				2" x 1.5"	
Open Rate	\$25	Column size – 1 column = 1.5"				*All ads are full color CMYK process at no extra charge	

Company: _____

Contact: _____

Physical address: _____

Mailing Address: _____

Phone: _____

E-mail: _____

Please indicate size and run times by circling above.

Desired Run Date: _____

Advertiser Signature : _____

Title: _____ Date: _____

*We prefer ads to be emailed as PDF, TIFF or JPEG files to: vetsvoice@blackfoot.net.
 *We are a monthly publication, distributed on or about the first on each month.
 *Cut off date is the 15th of each month; materials deadline is the 20th.
 *Advertising will be billed with tear sheet. Balance is due upon receipt. Late fees apply on 60 days past due accounts.
 * In case of misprint due to printer error the ad will be reprinted with no liability to the newspaper.
 *Please attach any special instructions.

The Veterans' Voice of Montana PO Box 933 200-1/2 S. Hubbard St., Plains Mt. 59859
888-826-3215 / 406-826-5333-fax vetsvoice@blackfoot.net www.theveteransvoice.com

We offer you convenient billing options. You can pay the full contract amount in advance and receive an extra 3% discount or we can bill you each month, whichever you prefer. When you contract advertise you can change content every month, provided new copy is submitted by the monthly deadline. We look forward to serving you in the future. Thank You! We appreciate your business!

The Veterans' Voice of Montana

"Fighting For Our Veterans - Supporting Our Troops"

The Veterans' Voice of Montana is a monthly newspaper with state wide coverage for our veterans and their supporters. The majority of veterans belong to the largest demographic who now hold most of the American wealth from both a life time of work and inheritances.

It's easy to understand why advertisers need to put their business (products and services) directly in front of veterans by advertising in *The Veterans' Voice*, one in three households include a veteran. Veterans truly appreciate your acknowledgement of their service.

Veterans are bound in ways outsiders don't always understand. They embody the term "band of brothers." Let them know you appreciate their business and their service. Make no mistake, they do pay attention!

With our tailored editorial sections especially designed for our veterans and your advertising content, *The Veterans' Voice* is the best 50+ publication at a reasonable price.

We offer "free" full color advertising and a free listing on our web site.

Our distribution is to paid subscribers with the balance mailed to hundreds of veteran organizations, hospitals, clinics and every senior citizens center across Montana.

Statistically speaking, 1/3 of Montana families include a veteran of which 73 percent are 50+ years while 27 percent are under 50 years of age with an average age of 60.

Montana has both the highest per capita of veterans and induction rate in the United States.

Authorities say, print media is the only place where people go to LOOK for advertisements.

What people are saying about "The Voice"

Brigadier General Putnam, of the Montana Army National Guard agrees, "*The Voice* is a very informative and newsworthy publication."

"Hi, Got a free copy of your magazine (paper) at Great Falls Hospital. I really liked it! Enclosed is my subscription." -D. Speer, Augusta, MT.

"I read your paper religiously every month – Best regards and thanks for a fine publication". Jeffery Phillips, former Communications Dir., House Committee on Veterans Affairs, Hon. Steve Buyer (R-IN), (former) Chairman.

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