

Legionnaire



A PUBLICATION OF THE AMERICAN LEGION FAMILY

Media Kit

General rates

We offer one, easy flat rate for general advertisers. Color is free. We accommodate most any size. These are common sizes:

Table with 3 columns: Ad size, Cost, Specs. Includes rates for per column inch, two-page spread, full page, half page, quarter page, eighth page, and biz card.

Other common sizes:

Table with 3 columns: Ad size, Cost, Specs. Lists various ad sizes and their corresponding costs and dimensions.

Why advertise?

- Great journalism. The Minnesota Legionnaire features quality profiles of veterans and keeps veterans and their supporters up to date on the Minnesota veterans community.
• Advertising in The Minnesota Legionnaire shows that you are pro-veteran. It's no secret veterans are loyal to pro-veteran products.
• You reach 62,000 households in print, and another 10,000 through our email edition. No other media outlet reaches Minnesota veterans as far and wide as this one.
• The Minnesota Legionnaire is Minnesota's third-largest newspaper by circulation.
• Our advertisers report excellent results. For example, a travel agency placed a single ad for a bus trip around Normandy. She got so many responses she had to schedule a second bus.
• The Legionnaire is a nonprofit publication owned by The American Legion Department of Minnesota and places an emphasis on Legion activities, in addition to covering the greater veterans community.

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Subscribe: \$20/year \$35/two years

Sample page from Legionnaire (Jan 2022) featuring articles like 'What is Legion College like?' and 'A better life'.

Sample page from Legionnaire (Oct 2022) featuring articles like 'Minn. Medal of Honor Memorial is dedicated' and 'Sacrifice and service'.

Sample page from Legionnaire (Apr 2022) featuring articles like 'France presents highest honor to WWII veteran' and 'I want to serve'.