

The Minnesota

Legionnaire



Media Kit

Print Ads

There are nine issues in 2024. We offer one, easy flat rate for advertisers. Color is free. These are the most common sizes:

Ad size	Cost	Specs
Per column inch	\$35	All U.S. newspapers are divided into 6 columns wide; ads sold by the inch
Full page	\$3,150	10.3333 in. wide x 15 in. high
Half page	\$1,575	10.3333 in. wide x 7.5 in. high
Quarter page	\$787.50	5.1042 in. wide x 7.5 in. high (upright) or 6.842 in. wide x 6.6061 (sideways)
Eighth page	\$393.75	3.3611 in. wide x 5.625 high
2 col. x 5 in.	\$350	3.3611 in. wide x 5 in. high
2 col. x 4 in.	\$240	3.3611 in. wide x 4 in. high
2 col. x 3 in.	\$210	3.3611 in. wide x 3 in. high
Biz card 2 col. x 2 in.	\$140	3.3611 in. wide x 2 in. high

We can accommodate any size upon request.

REGISTRATION

begins in February

Leaderboard example ↑

Web Ads

The Minnesota Legionnaire now has its own news website. Just enter legionnaire.org or minnesotalegionnaire.org. Ads are sold on the basis of cost-per-thousand impressions. Presently, we offer two sizes to keep things simple for you and for us:

Ad size	Cost	Specs
Cost per thousand impressions		
Leaderboard	\$10	728 pixels wide by 90 pixels tall
Rectangle	\$10	300 pixels wide by 250 pixels tall

Contact

Editor Tim Engstrom
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Medium Rectangle example ↓

3 reasons to donate to the Commander's Project!

- The money only goes to helping veterans. Zero is for administrative.
- You will feel better knowing you aided your brothers and sisters.
- "Our devotion to mutual helpfulness."

Minnesota American Legion Foundation
 (either Fund 82 or Fund 85 in memo)

Annual discount

The Minnesota Legionnaire offers a 10% discount to advertisers who purchase one year of print issues and at least 50,000 web impressions — and pay upfront with one check. This reduces back-and-forth invoicing for you and us and gets you the most repetitions, which is key when advertising.

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\$3 • Vol. 105 No. 9

For God and Country

September 2023

A PUBLICATION OF THE AMERICAN LEGION

St. Michael repeats as state champ

The Mikes advance to regional championship

By John Stenman

ROCHESTER — St. Michael Post 547 repeated as Minnesota National Legion Baseball Division I again last night when the team defeated Eden Prairie 4-0 in the Field at Rochester on July 26. The annual event, St. Michael's 10th annual tournament, was held at the site of the game. Trailing 4-3 going into the top of the seventh, St. Michael's won the game.

St. Michael's pitcher, Matt Mikes, pitched a complete game, allowing only one run in the seventh. Mikes was named winner of the Post 547.

A beer just for us

Warrior Brewing out of Duluth makes Legion Lager

By Tom Engstrom

DULUTH — There is a beer brewed in proximity through-put of Minnesota under the name "Legion Lager" and the name of the American Legion. It's brewed by Warrior Brewing, a Duluth-based brewery. The beer is brewed in the city of Duluth, Minn., where there are two veterans clubs. The club is the American Legion Post 476.

Warrior Brewing, he said, offers Legion Lagers to the community. The beer is brewed in the city of Duluth, Minn., where there are two veterans clubs. The club is the American Legion Post 476.

What about pot at the posts?

New cannabis law raises questions

By Tom Engstrom

ST. PAUL — The Minnesota Legislature has passed a law that legalizes the use of marijuana, the people 21 or older. The law is effective on Aug. 1. The law allows for the use of marijuana in private homes. The law also allows for the use of marijuana in private homes.

Matt Cagle of Warrior Brewing holds up a glass of Valdeu Golden Ale in the taproom of Warrior Brewing

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Minnesota dedicates new veterans cemetery in Redwood Falls

REDWOOD FALLS — Veterans organizations, along with state and federal officials, gathered for a dedication ceremony in Redwood Falls, Minn., on Aug. 15. The ceremony was held at the new Veterans Cemetery in Redwood Falls, Minn.

Why advertise?

- Advertising in The Minnesota Legionnaire shows that you are pro-veteran. It's no secret veterans are loyal to pro-veteran products.
- You reach 60,000 households in print, and another 10,000 through our email edition. No other media outlet reaches Minnesota veterans as far and wide as this news outlet.
- The Minnesota Legionnaire is Minnesota's third-largest newspaper by circulation.
- It is wise to market in both print and web.
- Our prices are fair. Because we are a nonprofit, the Legionnaire print and online rates are low for the size of market we reach.