



THE MILITARY REUNION NETWORK

Formerly Reunion Friendly Network

Media Information 2018 -2019

Why The Military Reunion Network?

Military reunion organizations often rotate reunion planners each year and rarely return to the same location, making it difficult to reach the right contact at the right time. For over 25 years, The Military Reunion Network (formerly Reunion Friendly Network) has been connecting military reunion planners with the hospitality industry. We are the **ONLY** organization that crosses multiple media platforms to share YOUR story about YOUR destination, accommodation, and attraction.

Enhanced website listing and information
Educational Events
Quarterly magazine

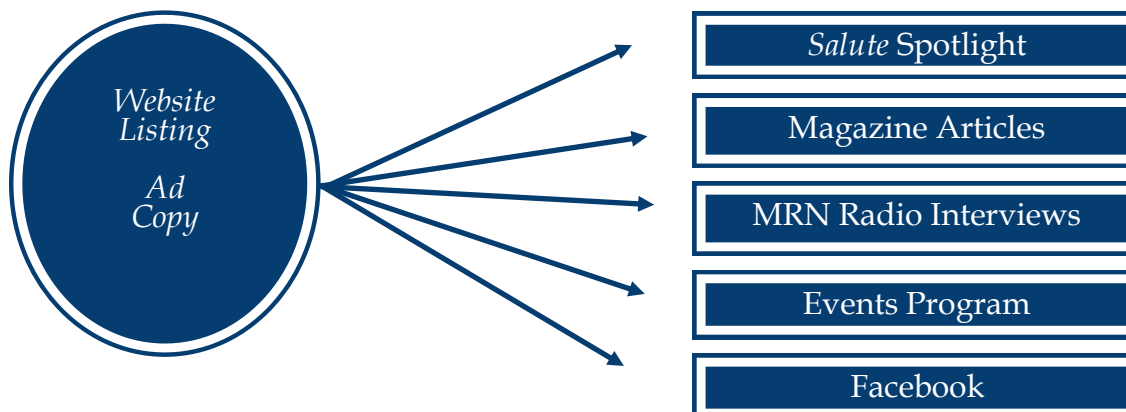
Radiocast (Military Reunion Network Radio)
Weekly newsletter *Salute*
Social Media (Facebook)

We are the only military reunion trade organization with over 25 years in direct hotel sales and marketing experience on the local, regional and national level. We understand the critical role between sales, operations, and revenue management. We are the only military reunion trade organization that consistently gives back to our veteran community.

Cross Media Promotion

Listings on The Military Reunion Network website include a 150 word message, directed toward military reunion planners, as well as special offers, and links to member YouTube, Facebook, Twitter and LinkedIn accounts. Reunion Planner reviews detailing their experiences are also included. Each listing is instantly sharable so visitors can forward your information with a click of a button.

Member information is highlighted on the MRN Facebook page, through our newsletter and can also shared via MRN Radio interviews and articles in The Military Reunion Network Magazine.



The Veteran Community

21.7 million veterans in the US as of 2015

7.1 million Vietnam Era

7.2 million Gulf War Era

Veteran assistance through use of service dogs is increasing

Marijuana use among veterans is increasing

Over 20 veteran suicides per day 65% of which are Veterans 50 years and older.

(The MRN mission is to keep the veteran community connected and off this path.)

About the Market

17,000-20,000 reunions annually

April - October (September peak month)

Flexible date selection (WILL FILL NEED DATES)

Average four days in length

Average attendance 125

Book within 30-45 miles of a major airport

Planners are volunteers

Book 18-24 months out

Typically two days of touring

\$150 million annual spend

Ample Hospitality Space essential

Ability to bring food, beverage and alcohol important for many reunions

Outreach by the Numbers

Magazine: over 10,000 distribution including veteran organizations and military bases

Readership highest among readers 65 years of age and older.

Close to even split among readers ages 34-44 and 45 - 64.

MRN Radio: over 20,000 direct listeners per show through Radioactive Broadcasting

MRN Radio is available through Cable Radio Network with reach into over 11 million households.

Salute, weekly newsletter, to over 3,000 (subscriber/opt-in to reduce spam)

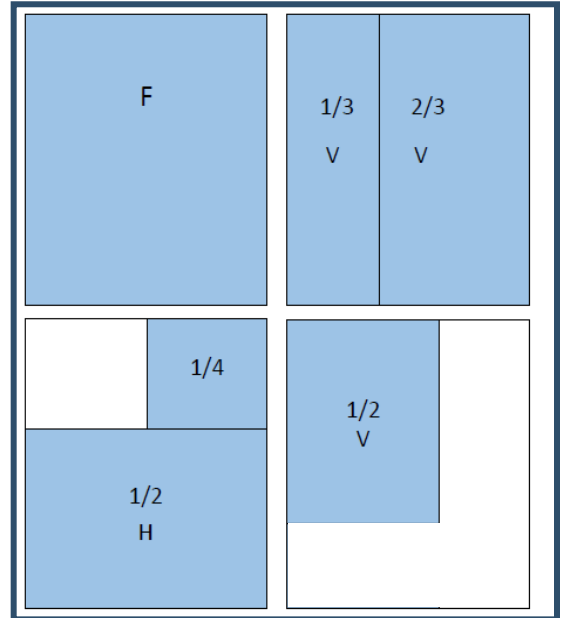
Facebook over 6,200 likes. Consistent posting of membership information and promotions

Website average over 2,000 visitors per month

Rates/Layout/Deadlines

| Size | Single Issue Rate | Multi Issue Rate | Width | Depth |
|----------------|-------------------|------------------|--------|---------|
| Double Page | \$4,200 | \$3,780 | | |
| Live area | | | 7.625" | 10.125" |
| Trim Size | | | 8.375" | 10.875" |
| Bleed Size | | | 8.625" | 11.125" |
| Full Page | \$3,000 | \$2,700 | 7.5" | 10" |
| Bleed Size | | | 8.5" | 11" |
| 2/3 Vertical | \$2,600 | \$2,340 | 5.0" | 10.0" |
| 1/2 Vertical | \$2,100 | \$1,890 | 3.75" | 10.125" |
| 1/2 Horizontal | \$2,100 | \$1,890 | 7.625" | 5.0" |
| 1/3 Vertical | \$1,500 | \$1,350 | 2.5" | 10.0" |
| 1/4 page | \$1,100 | \$990 | 3.765" | 5.0" |

| Issue | Art Deadline |
|------------------|---------------|
| Winter | December 15th |
| Annual Directory | February 1st |
| Summer | May 1st |
| Fall | August 1st |



The Military Reunion Network, is the industry leader in the military reunion market. No other organization offers so many ways to connect you with the military reunion planning community.

Accepted File Types

PDF FILES: Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. On bleed ads (only FP, spread, 1/2-page spread), offset crop marks 1/4" outside of the trim area so they do not appear within the bleed area. PMS or spot colors must be converted to 4-color process equivalents in file. Ad submission by email, or CD disk 300 dpi or higher. PDF preferred, TIF, JPG and EPS acceptable. (PDF subset fonts 100%.) For WORD or text files, text only. Send JPG images separately. All advertising is subject to approval by MRN. Advertiser guarantees they have permissions for all copyrighted images submitted. No additional charge for 4 color or for full bleed on full-page ads. Leave additional 3/8" for trim. FOUR COLOR files should be CMYK only.

The Military Reunion Network Magazine 2018/2019 Insertion Order

2801 Bickford Ave Suite 103-172, Snohomish Washington 98290 425-501-1430 sharon@militaryreunionnetwork.com

Date: _____

Company/Contact: _____

Address: _____

City, State Zip Code: _____

Ad Agency: _____



All issues are distributed through print, digital, social media, and *Salute* newsletter.

| Selection | Issue | Ad Size | Deadline |
|-------------|------------------|---------|---------------|
| 2018 | | | |
| | Winter | | December 15th |
| | Annual Directory | | February 1st |
| | Summer | | May 1st |
| | Fall | | August 1st |

| Selection | Issue | Ad Size | Deadline |
|-------------|------------------|---------|---------------|
| 2019 | | | |
| | Winter | | December 15th |
| | Annual Directory | | February 1st |
| | Summer | | May 1st |
| | Fall | | August 1st |

| Size | Single Issue | Multiple Issue |
|--------------------|--------------|----------------|
| Double Page Spread | \$4,200 | \$3,780 |
| Full Page | \$3,000 | \$2,700 |
| 2/3 Page | \$2,600 | \$2,340 |
| 1/2 Page | \$2,100 | \$1,890 |
| 1/3 Page | \$1,500 | \$1,350 |
| 1/4 Page | \$1,100 | \$990 |

Your ad copy will be placed in The Military Reunion Network Special Event Supplement free of charge when prepaying your 2018 insertion order.

The Special Event Supplement will be distributed via print November 2018 and is in addition to the regular schedule.

All 2018 insertion orders will receive five 30 second "shout out" radio spots on Military Reunion Network Radio.

Payment net 15 days from receipt of invoice. Payments received more than 30 days of receipt of invoice will be subject to prepayment of ad fees for future issues OR cancellation of ad placement in future issues.

All late payments will be assessed a 1.5% late fee per day.

Special Instructions: _____

Ad Spend: _____ MRN Credit: _____ Total Ad Spend: _____

Signature: _____

Name: _____