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MILITARY REUNION
NETWORK

Media Information 2020

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 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 Digital Magazine

MRN Blog

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. Sharon Danitschek, CEO, was recognized as a **2019 Trendsetter** by Meetings Today Magazine for her enthusiastic efforts in supporting Veterans planning their reunions as well as the Hospitality Industry.

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.

MRN Blog

Salute Spotlight

Magazine Articles

Facebook

Events Program

MRN Radio Interviews

Website
Listing

Ad
Copy

Member information is highlighted on the MRN Facebook page, through our Newsletter and can also be shared via MRN Radio interviews and articles in the MRN Blog and 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

14,000-17,000 Military Reunions annually

April - October (September peak month)

Flexible date selection (WILL FILL NEED DATES)

Average four days in length

Average attendance 100

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 (use banquet room)

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 4,000 (subscriber/opt-in to reduce spam)

Facebook over 6,300 likes. Consistent posting of membership information and promotions

Website average over 2,500 visitors per month

Rates/Layout/Deadlines

Size	Annual Rate (includes ALL 4 issues)	Width	Depth
Double Page	\$4,200		
Live area		7.625"	10.125"
Trim Size		8.375"	10.875"
Bleed Size		8.625"	11.125"
Full Page	\$3,500	7.5"	10"
Bleed Size		8.5"	11"
1/2 Vertical	\$2,600	3.75"	10.125"
1/2 Horizontal	\$2,600	7.625"	5.0"

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

The Military Reunion Network Magazine is published quarterly in a digital format. Each issue is pushed through our email, newsletter and social media channels. It is available complimentary on the MRN website.

The MRN Annual Directory issue is available in digital format as well as in print. Ad rates listed include **all four** issues. Ad copy may be adjusted per issue.

Invoices will be for the full amount listed.

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 2020 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 direct email, social media, and *Salute* newsletter.

The Annual Directory will be distributed in print in addition to the distribution channels listed above.

Ad copy may be changed per issue. One invoice will be forwarded for the full amount.

Selection	Issue	Ad Size	Deadline
	2020		
	Winter		December 15th
	Annual Directory		February 1st
	Summer		May 1st
	Fall		August 1st

Size	Rate includes all four issues
Double Page Spread	\$4,200
Full Page	\$3,500
1/2 Page	\$2,600

Distribution Channels:
 Direct Email
 Social Media Posts
 LinkedIn Posts
 MRN Newsletter
 Current and past issues are available on the MRN website

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: _____