



VVA OVERVIEW

Vietnam Veterans of America is the only congressionally chartered national veterans' service organization dedicated to serving veterans of the Vietnam War and their families. Its members served in the American military during the two decades of the Vietnam era, 1955-1975.

No ticker-tape parades greeted those men and women who returned from the war. No handshakes, no thank-yous. So they turned to each other and formed Vietnam Veterans of America. But even as they banded together and formed the bonds that would help them survive the peace, they made a vow: Never again will one generation of veterans abandon another.

As the organization developed and took shape, a national magazine emerged. *The VVA Veteran* became the go-to source for issues relevant to Vietnam veterans—issues including Agent Orange, the fate of American POWs, PTSD, employment issues, veterans incarcerated, minority affairs, and health issues related to aging and as a result of their military service. It became an important source for readers and researchers seeking the history and literature of the Vietnam era. In addition to *The VVA Veteran*, VVA also produces a weekly electronic newsletter, VVA Web Weekly. The e-mail and online format gets veteran's news out quickly, keeping subscribers informed about current news that affects veterans.

While some VVA members are still working, many are enjoying the leisure activities of retirement. Having endured the difficulties of integrating with American culture after the war, the Vietnam generation is now preeminent in American society. They hold positions of authority in every walk of life. They're found in every boardroom, every business venture, in the halls of



Congress, and in our courthouses. They make our art and write our books.

True to its vow, VVA, *The VVA Veteran*, and VVA's Web Weekly take a keen interest in the veterans of other conflicts, both older veterans and the men and women who've returned from Iraq and Afghanistan. Articles address their concerns and problems, such as chemical exposure, PTSD, readjustment, education and training, and health—the same issues that for so many years troubled Vietnam

veterans. As VVA members age, the magazine also has taken on the issues of their spouses, children, and grandchildren.

VVA's publications are an important source for literature, history, politics, and advocacy regarding the Vietnam generation. Because of that, its subscription base has grown beyond the VVA membership to include many researchers, libraries, schools, other institutions, the media, and all members of Congress. There are, in fact, few places that offer so many voices from that era—voices both famous and unknown.



CIRCULATION

The VVA Veteran®

TOTAL NUMBER OF COPIES	86,296
Total Paid and/or Requested Circulation	85,363
Free Distribution	993
Total Distribution	86,296
Percent Paid Circulation	98.8%

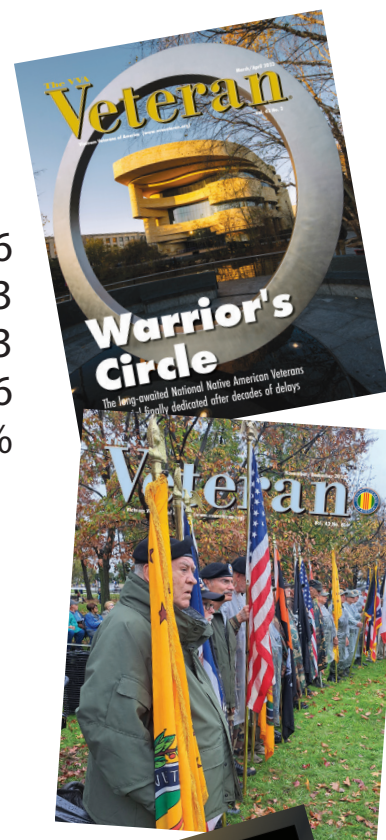
Source: Statement of Ownership, Management and Circulation as submitted to United States Postal Service, PS Form 3526, November 2022.

The VVA Veteran is delivered to all members of Congress, all members of VVA, members of Associates of Vietnam Veterans of America, VVA supporters, VA Medical Centers and Vet Centers, as well as many libraries, colleges, and research institutions.

MEMBERSHIP TOTAL: SEPTEMBER 2023

VVA — 90,846 AVVA — 10,563

AVVA members include family and supporters of Vietnam veterans, as well as veterans who did not serve during the Vietnam era.





Full page



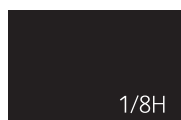
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2024 ADVERTISING RATES

The VVA Veteran®

COLOR

Space	1 issue	3 issues	6 issues
Full page	\$4,600	\$4,430	\$4,100
1/2 page	2,650	2,545	2,340
1/4 page	1,940	1,480	1,350
1/8 page	890	855	780
1/16 page	520	500	460
1/32 page	305	295	270

BLACK & WHITE

Space	1 issue	3 issues	6 issues
Full page	\$3,475	\$3,420	\$2,970
1/2 page	2,080	1,975	1,780
1/4 page	1,250	1,190	1,060
1/8 page	530	500	445
1/16 page	270	250	230
1/32 page	130	125	120

VVA Chapters: Call for rate information.

Paper Stock: Recycled machine-coated gloss, 50 lb. basis weight

2024 DEADLINES

Issue Date	Space Reservation ¹	Material Due	Delivery Window
January/February	January 3	January 5	February 6 - 10
March/April	February 12	February 16	March 19 - 23
May/June	April 8	April 12	May 14 - 18
July/August	June 3	June 7	July 9 - 13
September/October	August 12	August 21	September 17 - 21
November/December	October 28	October 30	December 3 - 7

¹ Cancellations will not be accepted after the space reservation deadline.



INSTRUCTIONS & REQUIREMENTS



AD MATERIAL:

Files must be prepared as PRESS QUALITY PDFs only. No Quark files, no film, no pasteup.

Modifications to advertising are subject to an additional charge.

MECHANICAL REQUIREMENTS

Ad Size	Width x Height
Full page	9.8125" x 12.5"
1/2 page horizontal	9.8125" x 6.125"
1/2 page vertical	4.75" x 12.5"
1/4 page	4.75" x 6.125"
1/8 page horizontal	4.75" x 3"
1/8 page vertical	2.25" x 6.125"
1/16 page horizontal	4.75" x 1.325"
1/16 page vertical	2.25" x 3"
1/32 page	2.25" x 1.325"
Trim Size:	10.8125" x 13.75"
Bleed Size: (full page ads only)	11.0625" x 14"
Full-bleed on full page ads only. Allow .125" bleed on all sides.	

GENERAL POLICY

All copy, text, and illustrations are subject to the publisher's approval; and the right is reserved to reject or exclude advertising deemed unacceptable for publication in *The VVA Veteran*. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof.

It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right to privacy, plagiarism, copyright infringement, and any other claims for suits that may arise out of the publication of such advertisement. Publisher assumes no liability for errors resulting from illegible copy, or for errors in key numbers. This policy relates to both online and print advertising with VVA.

REQUESTED POSITIONS

are available for a 15% premium over your earned rate.

AGENCY DISCOUNT

is allowed to recognized agencies, if paid within thirty days of receiving invoice.

PUBLISHER

Vietnam Veterans of America
8719 Colesville Rd., Suite 100
Silver Spring, Maryland 20910
Mokie Porter, Publisher
301-585-4000, ext. 146
mporter@vva.org

STAFF CONTACTS

Sean Venables, Editor
301-244-4987 or 301-585-4000, ext. 192
svenables@vva.org

Marc Leepson, Arts Editor & Senior Writer
mleepson@vva.org

SUBMITTING YOUR AD

Submit your ad to Daniel Devora, Advertising Coordinator, at
ddevora@vva.org





VVA E-NEWSLETTER

AD SIZES

We currently accept the following online ad sizes:

Big Box

300 x 250 px

These ads are centered under feature stories in the e-newsletter and prominently displayed as "ADVERTISEMENT." There are 2 spaces in each issue for a big box ad.

MECHANICAL SPECIFICATIONS

Static ads only. No Flash ads accepted in the VVA e-Newsletter. Maximum file size is 5MB. We accept jpg, png, and gif file formats.

Deadline is two weeks prior to the first of the advertising month (same deadline for changes in creative).

RATES

Prices are subject to change without notice.

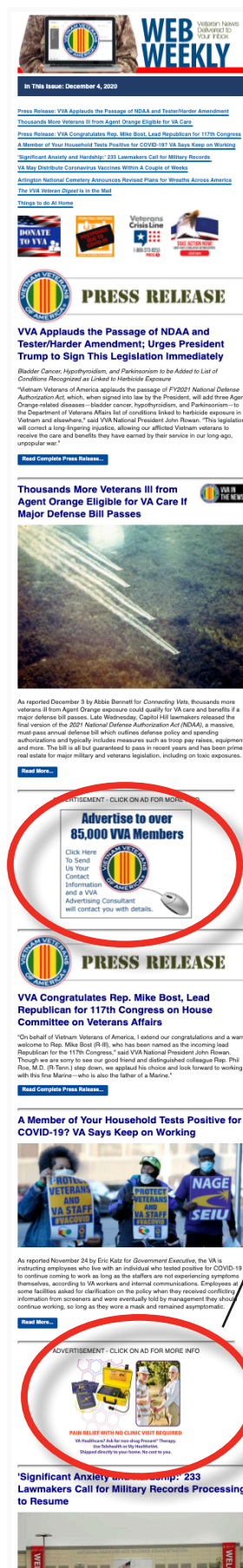
Big Box	300x250 pixels
	\$600/issue net

CIRCULATION

E-Newsletter sent 4x per month to over 47,000 opt-in VVA members as well as other subscribers interested in veterans issues. Each issue is also posted on VVA's Facebook page which has over 149,000 followers. The open rate for the Web Weekly at 28.8 % remains well above the industry average for non-profits, which is 20%.

TO ADVERTISE IN THE VVA E-NEWSLETTER, PLEASE CONTACT:

adinfo.vva@foxrep.com



**BIG
BOX
ADS**



CONTACT INFORMATION

Vietnam Veterans of America
8719 Colesville Rd., Suite 100
Silver Spring, Maryland 20910

All advertising inquiries should be directed to:
Fox Associates, Inc.,
adinfo.vva@foxrep.com or 1-800-440-0231

All insertion orders should be sent to the appropriate Fox Associates, Inc. sales office below:

Fox - Chicago, IL
312-644-3888
FAX: 312-644-8718

Fox - New York, NY
212-725-2106
FAX: 212-779-1928

Fox - Detroit, MI
248-626-0511
FAX: 312-644-8718

Fox - Los Angeles, CA
805-522-0501
FAX: 312-644-8718