

After selling 28 ads this past year for the convention book, I got with Max and offered to take on the Convention Book Chairman position. In the past I considered selling ads as part of the Convention Site responsibilities for the businesses in the area of the convention site have a better opportunity to get more out of advertising in it than other Districts in the Pacific Areas. I was wrong thinking that way.

I learned several things this year with these ads. The proprietors of these businesses really want to see some revenue from these ads. So how can we help with this?

1. Every post will receive 5 copies of the book to include those registered with the convention.
2. VFW Posts with Military Hospitals, Clinics nearby can receive more so they can put these books in their waiting rooms for customers to review. Taking a book home and throwing it on a shelf is not getting any revenue for the businesses. These posts need to contact me so I know how many books to print out. VFW Post's with MPS addresses will be easy to send them to you, definitely cheaper. Others we will make it happen.
3. Every Business that purchases a full-page ad will receive a book.
4. Starting this year, we will no longer call it a convention book, we will call it a ***Year in Review***, however it will be put out at our annual convention.
5. The main thing that will change will be toward posts. The charge for the Post's will be \$300.00 for this, they will get 3 full color pages, let's say, the first page with the new elected Post Officers and the other two pages can be used for pictures with captions figuring 8 pictures per page, If the post needs more pages then each additional page would only cost \$100.00. If they wish and do not want 3 pages than one page as the norm would cost \$200.00.
 - a. District ads to remain at \$200.00 unless they ap and would want 3 pages then that prices would be the same as the Post \$300.00. All pages will be in color print no black and white pages besides letters of intent, VIP inputs and Commanders inputs etc.
 - b. Letters of intent \$100.00 * Full page ad \$200.00 for businesses. Those that have a full page their business card will be published free of charge * ½ Page \$100.00 * Regular Business cards \$20.00 * Booster ads \$3.00 per * Back Cover \$400.00 * Inside Back cover and hard stock inserts \$300.00 * Inserts will be limited to 4 inserts only i.e. 8 pages
 - c. Rebates for full and half pages start after the first \$600.00 of ads are received. 50% will be given after that. There is no rebate for Business cards. Each Booster ad the Post or Pup Tent will receive 50 cents per line!
6. I am looking at this as a way to show off your post, we do a lot of great things out there and we need to capture this. This book also would be ideal to have on your recruiting table showing off what we do.
7. Each post should have a ***Year in Review*** salesperson, that person would be my POC to coordinate with.
8. Last year alone Post 8180 received over \$2,000.00 in rebates. In the past the highest rebate received was to Post 2917 i.e., Brian Merenda, which was over \$6,000.00 and the convention site was in Thailand. Thus, all Posts have the opportunity to make money for their Post and at the same time make money for the Department which this is their only fund raiser.

What hurt us last convention book was continuity, not have a convention book for several years and with Bob Zaher passing we lost a lot of his expertise. By us all working together we can make this ***Year in Review*** profitable again for the post's selling ads and the Department.

To get the ball rolling bring your Business Cards and Booster line ads to the CofA along with the money, not going pass them on to your District Commander to give to me. Special price for the Business cards for the CofA will be \$10 and \$2.00 per line for the booster ads.

One final note it was voted on and approved at the Convention that we WILL NOT publish any business that sells the service of filing for VA claims. Our Service Officer does that for free with the VFW for our Veterans!

Yours Always in Comradeship,

Larry Lyons
Year in Review Chairman
Department of Pacific Areas