

American Legion Auxiliary

www.ALAforVeterans.org

2024 Media Kit

The key medium to communicate with our members,
Auxiliary magazine encourages mission action with an effective reach
of more than three-quarters of a million readers!



AMERICAN LEGION

AUXILIARY

Advocating for our nation's veterans.



CONTENTS:

What Readers Are Saying.....	3	2024 Features Overview.....	8
About American Legion Auxiliary.....	4	Advertising Rates & Dates.....	9
Why Address Auxiliary Members?.....	5	Advertising Specifications.....	10
Why Advertise in <i>Auxiliary</i> Magazine?.....	6	Digital <i>Auxiliary</i> Magazine	11
2024 Departments Overview	7	Contract and Copy Regulations	13

What are the readers of *Auxiliary* magazine saying?*

“It provides the service it is intended to provide. As a unit president, I have used it at many meetings. I know that our chaplain has used it at every meeting.”

“I enjoy getting the ALA magazine in the mail. It is the first magazine I read of my mail!”

“I like the whole thing. Every article is very thorough and full of details.”

“I would not have as much information available to me if it were not for the magazine.”

“I enjoy the magazine totally.”

“No complaints, very satisfied.”

“The information helps me to understand more about how other parts of our Auxiliary does things and more about our veterans.”

“Keeps me in touch with all that is happening.”

“I find information I can’t find elsewhere.”

“More recent articles have given information about women veterans’ concerns and families of returning veterans. Such issues are rarely addressed in media outlets where I live.”

“I’m a relatively new ALA member. I find the magazine greatly expands my knowledge of the organization.”

“I read the ALA magazine from front to back.”

“As a longtime unit officer, it has helped me keep up with current veterans issues and the Auxiliary approach to supporting them.”

“I enjoy reading the magazine; it is very informative.”

*Source: Readex Research

ABOUT AMERICAN LEGION AUXILIARY

With approximately 565,000 members in almost 7,600 communities across the nation, the American Legion Auxiliary represents a major market.

Since 1919, members of the American Legion Auxiliary have banded together to support veterans and military serving our great nation as well as children and the communities in which our members live. The American Legion Auxiliary brings generations of experience for the support of all things American. *Auxiliary* magazine addresses the interests and values of the American Legion Auxiliary members who support the men and women who have served and continue to serve.

Auxiliary readers include male and female spouses, mothers, grandmothers, sisters, daughters, and granddaughters of millions of veterans who are members of The American Legion and/or deceased veterans. Some Auxiliary members are veterans themselves. *Auxiliary* is the voice of grassroots, patriotic readers who passionately care about veterans, the military, and their families.

The American Legion Auxiliary website, www.ALAforVeterans.org, offers opportunities for you to see members of the American Legion Auxiliary as they support their communities, veterans, and children, as well as a chance to promote your products and services.

THE AVERAGE AUXILIARY SUBSCRIBER*

- ★ Is at least 35 years of age.
- ★ 40% spend \$500 or more on internet, telephone, or mail order purchases in one year, with 26% spending more than \$1,000.
- ★ 9% of readers have purchased an advertised product.



Auxiliary

Published By
American Legion Auxiliary

NATIONAL HEADQUARTERS
3450 Founders Road
Indianapolis, IN 46268
(317) 569-4533
adupload@ALAforVeterans.org
www.ALAforVeterans.org

*Source: Readex Research, 2021

WHY ADDRESS AUXILIARY MEMBERS?

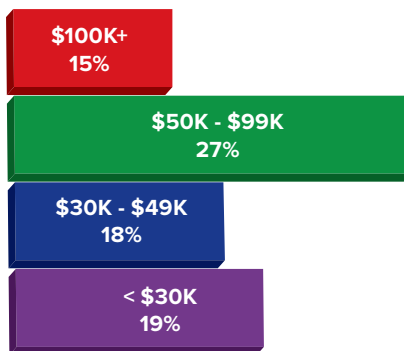
Reap the value of a lifetime of brand loyalty from this powerful and passionate consumer base! The readers of *Auxiliary* are decision makers when purchasing consumer goods, and they appreciate buying from a brand they know and trust. Your advertisements also will help develop brand loyalty among younger members in their teens and 20s that will last a lifetime.

This influential consumer market determines household purchases. According to a 2021 survey by Readex Research, a typical recipient of *Auxiliary* is a longtime member of the American Legion Auxiliary, on board for over 20 years, with members spanning the generations. Recipients prove to be avid readers of *Auxiliary*. **Typically, they have read all 4 of the last 4 issues of the publication and read either most or some of each issue, taking an average of 38 minutes.**

Why wouldn't you want to influence buying decisions that will benefit your company for decades?

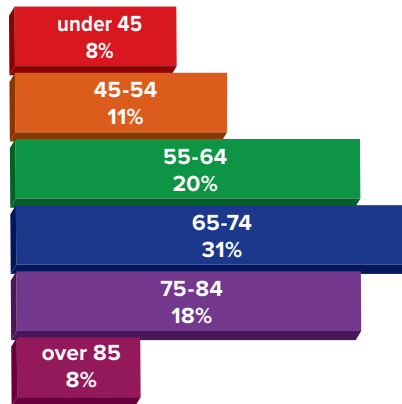
READERSHIP PROFILE CHARTS*

INCOME



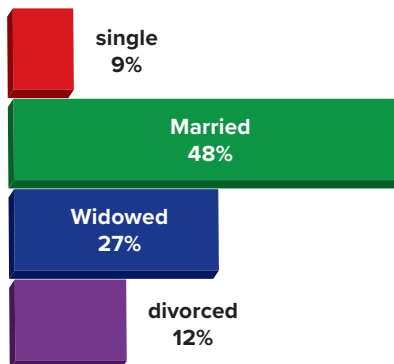
Reader's Average Income: \$64.4K

AGE

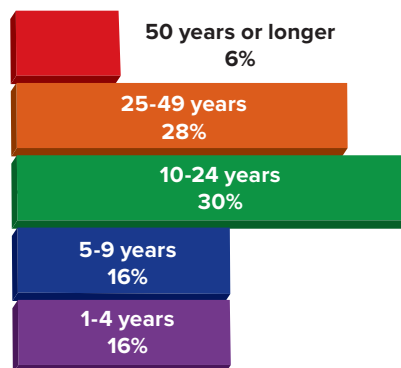


Reader's Average Age: 65.4

MARITAL STATUS



MEMBERSHIP YEARS



*Source: Readex Research, 2021

STATISTICS*

AMOUNT SPENT ON INTERNET, TELEPHONE OR MAIL ORDER PURCHASES (in past 12 months)	
\$2000 or more	14%
\$1000-1999	12%
\$500-\$999	11%
\$150-\$499	9%
\$50-149	10%
Average:	\$698

Prefer to Patronize Businesses that Support the ALA's Mission 79%

NUMBER OF LAST 4 ISSUES READ	
4 out of 4	48%
3 out of 4	12%
2 out of 4	12%
1 out of 4	10%
0 out of 4	11%
Regular readers who read three or more of the last four issues	60%

READER INTEREST: TIME SPENT READING	
More than 1 hour	19%
1/2 hour to 1 hour	31%
less than 1/2 hour	35%
Average:	38 minutes

READER INVOLVEMENT	
Read all/most all	17%
Read about 3/4	15%
Read about half	22%
Read about 1/4	11%
Read "most," "some" or "all"	86%

ACTIONS TAKEN ON UPON READING <i>AUXILIARY</i>	
Discussed, shared article (45% of shared was to spouse)	24%
Got involved or volunteered	16%
Filed an article to keep	16%
Purchased advertised product	9%
Visited advertisers' websites	10%
One or more actions	48%

FREQUENCY OF READING SECTIONS	
Special Feature Articles	88%
The Last Word	89%
It's All Good	85%
A Wise Person Said	83%
American Legion Family News	83%
Mission Matters	71%

Continued >>

WHY ADVERTISE IN AUXILIARY MAGAZINE?

STATISTICS*

REASONS FOR JOINING

Honor a relative who served	63%
Honor veterans/active-duty	62%
Friend or family encouraged	46%
For support	15%
Serve my country	15%
Signed up as child	11%
Benefited from Legion program	5%

IMPORTANCE OF AMERICAN LEGION AUXILIARY MAGAZINE AS A PART OF MEMBERSHIP

Strengthens my connection	34%
Makes me feel good	32%
Important benefit	26%
Helps to make most of membership	18%
Top benefit	15%
Positive assessment	66%

OVERALL RATING OF AUXILIARY

Excellent	23%
Above Average	32%
Average	28%
Below Average	7%
Poor	4%

TOPIC INTEREST

What the ALA is doing to serve veterans, military, and families	59%
Women veterans	52%
Personal development	44%
Inspirational topics	47%
Inspiring, patriotic leaders	39%
Auxiliary history	38%

OCCUPATION

Retired	60%
Professional/Technical	12%
Management	4%
Clerical	4%

MEMBERSHIP TENURE

25 years or longer	34%
10-24 years	30%
5-9 years	16%
1-4 years	16%
Average:	20.9 years

DIGITAL RESOURCES

Use internet weekly	84%
Shop online	59%
Own smartphone	73%
Own tablet	46%

Auxiliary inspires action among its recipients. Auxiliary members are concerned about veterans, the military, and their families. These readers are also concerned about providing service in their communities — *Service Not Self* is a motto they live by. The mission of the American Legion Auxiliary is to inform and inspire American citizens on the general-interest issues relating to national security, veterans, patriotism, health and welfare of children, and community service.

Our 2021 survey by Readex Research found that about half (48%) of our audience has been motivated to do something in the past 12 months based on reading their issues. Most commonly they have discussed or passed along an article (24%), or got involved or volunteered (16%) as a result of reading *Auxiliary* magazine. **Fully 9% have made purchases of an advertised product or service, and 10% have visited advertisers' websites.***

One in three Auxiliary members (31%) pass their issues of *Auxiliary* along to others (spouse, parent, grandparent, etc.) inside or outside of their homes. The average recipient passes their issues along to 0.33 other people, extending the reach of the publication to more than 215,000 additional readers, above and beyond the circulation.*

Recipients were asked to rate the publication on how well it serves their information needs about the American Legion Auxiliary and supporting veterans issues. Half of recipients (57%) indicated high ratings, compared with only 8% providing low ratings.*

86% of *Auxiliary* readers read “most,” “some,” or “all” of a typical issue of *Auxiliary*. One in five recipients spend at least an hour reading their issues of *Auxiliary*.*

Also, complimentary copies of *Auxiliary* magazine are provided to almost 10,000 American Legion posts, U.S. Department of Veterans Affairs hospitals and clinics, National Association of State Directors of VA, and USO and Fisher House locations.



*Source: Readex Research, 2021



Additionally, did you know?

- ★ Nearly three in four members (71%) report checking for country of manufacture, when purchasing products, at least often. Four in five (80%) report that it is important to them that the products they purchase are made in the United States.
- ★ More than 6.2 million hours of service are provided by American Legion Auxiliary members in a single year.

2024 OVERVIEW AND DEPARTMENTS

Auxiliary Editorial Overview

Auxiliary magazine reaches approximately 565,000 members who share a passion for building goodwill and doing good work, especially for military, veterans, and their families. *Auxiliary* editorial is designed to educate, motivate, inspire, entertain, and showcase the extraordinary people and projects that make a difference across the country and around the globe.

Each issue includes the following departments:

JUNIOR MEMBERS

Activities and news about younger ALA members

IT'S ALL GOOD

Good news, good works, good ways to honor

GOOD TO KNOW

Items relevant to ALA members' programs and activities

GOOD WORKS

Showcasing ALA members' mission outreach activities

GOOD TO GO

Great destinations that honor our veterans and military

GOOD TO GIVE

Discerning details for ALA units on donating time and money

GOOD READING, GOOD FUN

Inspiring books, trivia, and puzzles

IMPACT ALA

Best-practices platform for current ALA service projects

WHAT'S NEW AT NHQ

Spotlighting national efforts that support grassroots operations

LEGION FAMILY NEWS

A roundup of what's new across The American Legion Family

ALA GIRLS STATE & ALA GIRLS NATION: WHERE ARE THEY NOW?

Inspiring stories from alumnae of these premier ALA programs

ALA SCHOLARSHIP RECIPIENTS: WHERE ARE THEY NOW?

Catching up with previous winners of national ALA education benefits.

A WISE PERSON SAID

Sage advice from people making a difference

MISSION MATTERS

A "how-to" feature for meaningful ceremonies and ALA mission outreach

ALA SOCIAL MEDIA

Helping members to communicate with each other and the public

THE LAST WORD

Parting thoughts to live by



Auxiliary

Published By
American Legion Auxiliary

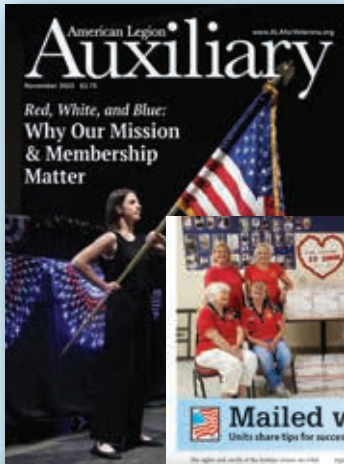
NATIONAL HEADQUARTERS
3450 Founders Road
Indianapolis, IN 46268
(317) 569-4533
adupload@ALAforVeterans.org
www.ALAforVeterans.org

*Editorial content is subject to revision.

2024 FEATURES OVERVIEW

AD SIZES

Full page (trim size)	7-3/4 x 10-1/2
Full page (with bleed)	8 x 10-3/4
Full page (with NO bleed)	7 x 10
Back Cover	Contact Us



FEBRUARY 2024

GRANT OFFERS UNIQUE WAYS TO GIVE BACK TO VETERANS

For any Auxiliary unit, district/county, or department that identifies a new, one-time need for their local veterans or active military, a Veteran Projects Fund grant can be used. Examples include room addition, blanket warmer, tablets, wheelchair bicycle, beds for a cottage, and more. Profile 2-3 recipients of this grant and the difference it has made for veterans.

MEMBERS WHO RIDE IN SUPPORT OF AMERICAN LEGION FAMILY

The ALA has unique members who hold dual memberships in The American Legion Family. Some even have triple memberships in the Legion, ALA, and Sons of The American Legion. People often think of only a couple of our organizations, but this story will profile a few ALA members who are also Legion Riders, detailing what it's like to put the helmet on and serve a mission from the road.

STILL WAITING ON THAT WELCOME HOME

Vietnam veterans went through a lot when they returned home — heckled, spit on, yelled at. The list goes on. Veterans share their stories of what it was like, why we should remember, and why no servicemember should go through that again. Include historical references, including timeline of events. Tie to Vietnam Veterans Day in March.

MAY 2024

FAMILY IS STRONGER TOGETHER

Members of The American Legion Family gather in Washington, D.C. to work together to positively influence lawmakers to pass bills in favor of veterans, military, and their families at annual Washington Conference.

SERVICE TO COUNTRY, SERVICE TO THE ALA

Profile a few of our organization's women veterans who served their country and now serve in the ALA. It's important to have military members in our organization to help move our mission forward. Sources could be Legionnaires as well. Tie to Women Veterans Day in June.

AUGUST 2024

HEALING POWER OF THE ARTS FOR OUR NATION'S VETERANS

Through art, writing, and stage show performances, veterans find their purpose and the ability to heal from visible and invisible wounds related to military service. The weeklong National Veterans Creative Arts Festival brings veterans from across the nation to a different city each year to showcase their work, participate in workshops, and build friendships. The event is co-presented by the American Legion Auxiliary and the U.S. Department of Veterans Affairs.

VETERAN SUICIDE PREVENTION

No veteran should die by suicide. The American Legion Family is teaming up with each other and with USAA for joint prevention efforts. According to USAA, more than 120,000 veterans have died by suicide since 2001. The veteran suicide rate is 57% higher than the national average. ALA members share their personal stories with this very difficult issue. September is National Suicide Prevention Month.

ALA NATIONAL CONVENTION IN NEW ORLEANS

You won't want to miss our 103rd National Convention! Members of the American Legion Auxiliary host our organization's largest national event. Learn details in advance.

NOVEMBER 2024

CELEBRATE GOOD TIMES, COME ON!

Members gather together on the biggest stage of the year to celebrate all of the accomplishments of the 2023-2024 ALA administrative year as the organization continues to move the mission forward after 100 years and counting.

LEADERS FOR TOMORROW

Young women from across the country gather for the ALA's premier program, ALA Girls Nation. After their junior year of high school, students nationwide are selected to attend this event, learning the ins and outs of federal government — running for office, debating bills, and seeing monuments firsthand and historic locations in D.C.

MEET NEW ALA NATIONAL PRESIDENT TRISH WARD

Kansas' Trish Ward, the ALA's 2024-2025 national president, is the third ALA national president from Kansas. She is a Paid Up For Life member of the Auxiliary. Learn more about her focus and goals for the Auxiliary's new administrative year.

2024 AUXILIARY RATES & DATES

GENERAL INFORMATION: EFFECTIVE JANUARY 2024

TERMS

Advertisers delinquent beyond 30 days will be charged an additional 1-1/2% of invoiced amount per month or part of a month (18% per year) charged from first day of each month of delinquency. Failure to pay promptly for advertising (including late fee) may result in legal action and refusal of future advertisements.

For first-time advertisers and/or those not represented by recognized advertising agencies, *Auxiliary* requires prepayment (gross less 2%) plus two bank references and evidence of publication in three other periodicals. All must be supplied one month prior to closing date.

Auxiliary magazine does not offer a circulation guarantee. Any provided circulation numbers are estimates, only, and not guaranteed. Rates subject to change.

MAIL ORDER RATES

Mail order rates apply only to goods and services sold by mail. Advertisers agree to refund full price plus shipping and handling on any item returned within two weeks of receipt by dissatisfied customer for any reason. Publisher requires samples of all mail order products before advertisement approval. Advertiser must list business address in advertisement.

FEBRUARY 2024 ISSUE

AD CLOSING

Nov. 13, 2023

DIGITAL ARTWORK DUE

Dec. 8, 2023

MAGAZINE IN-HOME RANGE ESTIMATE

Jan. 29 — Feb. 4, 2024

MAY 2024 ISSUE

AD CLOSING

February 9, 2024

DIGITAL ARTWORK DUE

March 8, 2024

MAGAZINE IN-HOME RANGE ESTIMATE

April 22 — April 28, 2024

AUGUST 2024 ISSUE

AD CLOSING

April 26, 2024

DIGITAL ARTWORK DUE

May 24, 2024

MAGAZINE IN-HOME RANGE ESTIMATE

July 8 — 14, 2024

NOVEMBER 2024 ISSUE

AD CLOSING

Aug. 16, 2024

DIGITAL ARTWORK DUE

Sept. 13, 2024

MAGAZINE IN-HOME RANGE ESTIMATE

Oct. 28 — Nov. 3, 2024

DISPLAY RATES

INSIDE	1X	2X+
Full page	10,000	10% off

COVERS	1X	2X+
2nd	12,000	10% off
4th (2/3 Size)	12,000	10% off

MAIL ORDER RATES

INSIDE	1X	2X+
Full page	8,500	10% off

Auxiliary

Published By
American Legion Auxiliary

NATIONAL HEADQUARTERS
3450 Founders Road
Indianapolis, IN 46268
(317) 569-4533
adupload@ALAforVeterans.org
www.ALAforVeterans.org

ADVERTISING SPECIFICATIONS

AD SIZES

Full page (trim size)	7-3/4 x 10-1/2
Full page (with bleed)	8 x 10-3/4
Full page (with NO bleed)	7 x 10
Back Cover	Contact Us

GUIDELINES FOR SUBMITTING DIGITAL FILES

1. FILE REQUIREMENTS

- ★ PDF files are required. Create with “press quality” Acrobat Distiller settings.
- ★ Supply crop marks only for full-page ads that require bleed. **For all other ad sizes, supply final trim size without crop marks.**
- ★ Full-page ads with bleed must include bleeds that extend 1/8” past the trim size of the publication and may include crop marks that offset at least 1/8” from final trim. **Copy must not be any closer than 1/4” from trim size for a live area margin.**
- ★ Have all fonts embedded in PDF.
- ★ Verify that all overprint is turned off unless specifically required, as overprint will be preserved “as is.”

- ★ Verify that spelling, copy, and artwork are correct, including that ad meets the submitted insertion order specifications, as ad will be printed “as is.” **Publisher does not proofread submitted ads.**

2. RESOLUTION AND COLOR REQUIREMENTS

- ★ Resolution must be at least 300 dpi scaled to final size for all halftone images (1200 dpi for bitmapped images).
- ★ All colors must be converted to CMYK (not RGB).
- ★ Pantone and spot colors cannot be accepted. Please verify that any images with Pantone colors are converted to CMYK.
- ★ Avoid using hairline rules. Use .25 point rule as your hairline.
- ★ Testing prior to submission is requested.

3. ARTWORK SUBMISSION OPTIONS

- ★ Files smaller than 10MB may be submitted by email to: **adupload@ALAforVeterans.org**
- ★ For larger files, please use our FTP at **auxiliary.smartfile.com**
User: **alauxiliary** Password: **12pass34**

4. SENDING ORIGINAL COLOR LASER PROOFS

Color laser proofs may be shipped to us, clearly specifying tints, color breakdowns, pickup information and illustration identification. Laser proofs should be output at 100% unless otherwise noted and must be created from the files sent for reproduction. We cannot be responsible for accuracy of files if hard copy proof is not submitted.

- ★ Clearly mark all media with your company name.

- ★ Include the name and telephone number of a contact person should we have any questions.

PRINTING AND BINDING METHOD

- ★ Printed on web offset presses.
- ★ Bound by saddle stitching.
- ★ Trim size 7-3/4” x 10-1/2” three and two-column format.

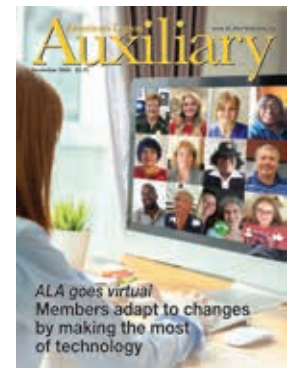
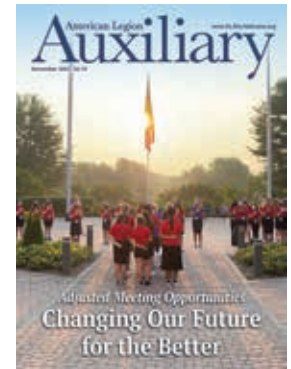
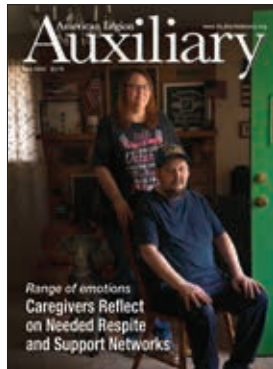


DIGITAL AUXILIARY MAGAZINE

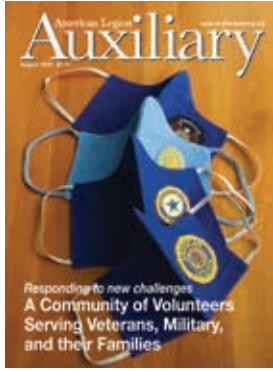
Auxiliary magazine is available as a digital download. With a simple and intuitive interface, the digital Auxiliary magazine, which is searchable, draws readers in and encourages them to engage with content, including features where users can customize their experience with sticky notes and bookmarks. The digital magazine also is mobile-ready for Auxiliary readers on the go.

For our advertisers, a unique index provides quick and easy access to all ads in each issue of Auxiliary magazine. Websites and email addresses are also cross-referenced, enhancing the value of your advertising.

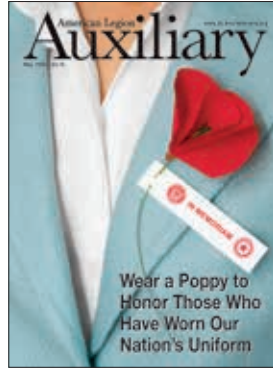
SAMPLES



DIGITAL AUXILIARY MAGAZINE



https://www.alforveterans.org/uploads/efiles/ALAforVeteransorg/Resources/Content/Magazine/AuxiliaryMagazine_2022-08-14.pdf



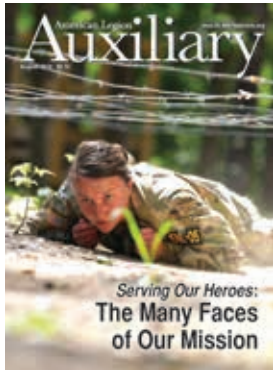
https://www.alforveterans.org/uploads/efiles/ALAforVeteransorg/Resources/Content/Magazine/AuxiliaryMagazine_2022-06-14.pdf



https://www.alforveterans.org/uploads/efiles/ALAforVeteransorg/Resources/Content/Magazine/AuxiliaryMagazine_2022-02-14.pdf



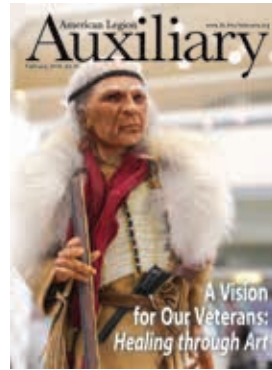
<https://sc-pagepro.mydigitalpublication.com/publication/?i=626087>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=579750>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=579392>



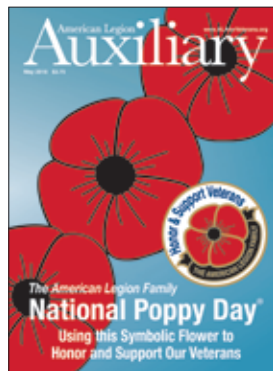
<https://sc-pagepro.mydigitalpublication.com/publication/?i=557655>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=537578>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=508819>



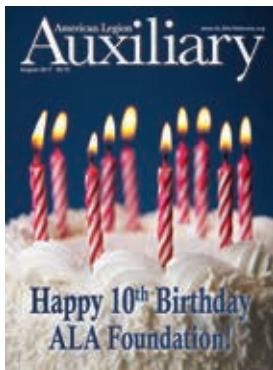
<https://sc-pagepro.mydigitalpublication.com/publication/?i=487328>



<http://sc-pagepro.mydigitalpublication.com/publication/?i=68803>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=68803>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=420884>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=39208>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=376181>



<https://sc-pagepro.mydigitalpublication.com/publication/?i=348949>

CONTRACT AND COPY REGULATIONS

DISPOSITION OF REPRODUCTION MATERIAL

Unless definite disposition instructions are given, materials will be destroyed after one year.

1. Publisher will not be bound by any conditions, printed or otherwise, appearing on any type of advertising order form or copy instructions when such conditions conflict with the conditions and specifications set forth in this rate schedule.
2. Verbal agreements are void and will not be consented to by publisher. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising space is sold at that time. Failure to make the advertising order correspond with provisions of this rate schedule is regarded only as a clerical error and publication will be made and invoiced according to the terms of this rate schedule, without further notice.
3. The American Legion Auxiliary has the sole and exclusive right to use the name American Legion Auxiliary. Unauthorized use of the name and/or emblem of the American Legion Auxiliary is prohibited. Permission to use the name or emblem of the American Legion Auxiliary may only be granted by the National Secretary in appropriate circumstances. All such requests for permission by the advertisers should be submitted to the publisher in writing.
4. Any reference to the American Legion Auxiliary's *Auxiliary*, the American Legion Auxiliary or its members, departments or units in advertising copy, promotional material or merchandising in any form by the advertiser or advertising agency submitting the advertisement is subject to the prior written approval of the publisher and the American Legion Auxiliary for each use. The mere fact that such references may appear in a printed advertisement does not show approval or endorsement of the advertisement.
5. No advertisement will be accepted subject to exclusion of any other advertiser or product in any issue.
6. Cancellation(s) by the advertiser or advertising agency after the closing date published in this rate schedule will not relieve the advertiser or advertising agency of the obligation to make full payment promptly for the advertising space at issue.
7. Contracts or orders must be bona fide and must specify a definite schedule of insertions, issues and size of space.
8. Publisher is not liable for delays in delivery or for non-delivery, failure to insert advertisement, erroneous insertion of advertisement or materials, or for non-publication, in the event of act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the immediate control of the publisher.
9. Contracts must be completed within one year from date of first insertion to qualify for multiple-frequency discounts. Multiple-frequency discounts are payable only when earned unless publisher has agreed otherwise in advance. Contracts subject to prevailing rates.
10. Rates and conditions are subject to change without notice.
11. Blanket orders, reservation orders and rate-holder orders are not accepted.
12. All copy, text, display and illustrations are published upon the representation, understanding and agreement by the advertiser and the advertising agency that the advertiser and advertising agency are fully authorized; have secured proper written consents for the use of names, photographs, art and testimonials of any living person and may lawfully publish and cause such publication to be made. In consideration of publication of any advertisement, the advertiser and advertising agency agree, jointly and severally, to indemnify and hold harmless *Auxiliary*, the American Legion Auxiliary, its officers, agents and employees, against all costs and expenses (including attorney's fees) and any and all losses, judgments, fees, claims, damages, civil penalties, fines (when allowed by law) and charges resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, tort, copyright infringement or plagiarism.
13. Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it upon its package, labels and accompanying
14. When change of copy is not received by closing date specified in this rate schedule, copy published in previous issue in which advertisement appeared will be inserted and invoiced, and the advertiser and advertising agency agree to pay according to rates and conditions in this rate schedule.
15. Publisher reserves the right to insert the words "advertisement" or "paid advertisement" above or below any copy at any time, and advertiser and advertising agency agree to this practice. Publisher further reserves the right to insert the words "This is not an official program of the American Legion Auxiliary" above or below any copy at any time, advertiser and advertising agency agree to this practice.
16. Advertiser and advertising agency agree that the publisher's liability for any error will not exceed the amount paid for the space occupied by the advertisement.
17. Advertiser and advertising agency agree that the publisher assumes no liability for errors in key numbers.
18. Advertiser and advertising agency agree that the publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.
19. Positioning of all advertising material shall be the sole and exclusive prerogative of the publisher, notwithstanding any preference requested by the advertiser and advertising agency. Any position commitment made by the publisher for a particular issue shall not imply a similar commitment for future issues. If and when such positioning commitments are made by the publisher, a surcharge will be levied. Unless consent is specified in writing at the time of advertising insertion order acknowledgment, the publisher does not agree to or guarantee compliance with any positioning request.
20. Publisher reserves the right to give better position, in the publisher's judgment, than requested, with no adjustment in rate specified at the time of insertion acknowledgment.
21. When it appears necessary or advisable, the publisher may back coupons, and advertiser and advertising agency agree publisher has the right and is authorized to back coupons without incurring any obligation or liability whatsoever.
22. Advertising material will be held for one year and will be returned if requested in writing. If no written instructions are received within one year of receipt of advertising material, advertiser and advertising agency agree that advertising material will be destroyed without publisher incurring any liability or obligation whatsoever. Advertiser and advertising agency agree that, in the event any advertising material is lost by publisher, publisher shall be liable for a maximum of \$100 per page as liquidated damages and not as a penalty.
23. Publisher reserves the right to reject or cancel any advertisement for any reason, at any time, without incurring any liability or obligation whatsoever, even though the advertisement insertion may have been previously acknowledged, accepted, or published in a previous issue, and advertiser and advertising agency agree to this provision.
24. Advertiser and advertising agency agree that no course of dealing shall constitute a change, amendment, alteration or contradiction of any provision contained in this rate schedule. Advertiser and advertising agency further agree that any modification or waiver agreed to by publisher shall not constitute a future commitment to modify or waive the same or any other terms or conditions of this rate schedule.
25. Publisher can make such changes in quality and weight of paper specified in this rate schedule as publisher deems necessary or advisable, and the advertiser and advertising agency agree that publisher reserves such right.
26. The publisher reserves the right to request a sample of any product being sold by mail through the *Auxiliary*. The advertiser agrees to supply such sample, if requested, free of charge prior to acceptance of any advertisements. The American Legion Auxiliary has no responsibility for return of samples; nor will it even attempt return of a sample unless proper wrapping or packaging material and all containers are supplied and all fees for its return are paid in advance by the advertiser.

American Legion Auxiliary Mission:

In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad.

For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.



American Legion Auxiliary
National Headquarters
3450 Founders Road
Indianapolis, IN 46268
P: (317) 569-4500 | F: (317) 569-4502
www.ALForVeterans.org
www.ALAFoundation.org

© American Legion Auxiliary National Headquarters
All rights reserved. 08/2023
Produced in USA