

The Minnesota Legionnaire



Media Kit

Print Ads

There are nine issues in 2026. The prices are per issue. We offer one, easy flat rate for advertisers. Color is free. These are the most common sizes:

Ad size	Cost	Specs
Per column inch	\$37	U.S. newspapers are 6 columns wide; ads are sold by column inch
Full page	\$3,330	10.3333 in. wide x 15 in. high
Half page	\$1,665	10.3333 in. wide x 7.5 in. high
Quarter page	\$832.50	5.1042 in. wide x 7.5 in. high (upright) or 6.842 in. wide x 6.6061 (sideways)
Eighth page	\$416.25	3.3611 in. wide x 5.625 high
2 col. x 5 in.	\$370	3.3611 in. wide x 5 in. high
2 col. x 4 in.	\$296	3.3611 in. wide x 4 in. high
2 col. x 3 in.	\$222	3.3611 in. wide x 3 in. high
Biz Card 2 col. x 2 in.	\$148	3.3611 in. wide x 2 in. high

We can accommodate any size upon request.



We Proudly Support Minnesota Veterans
More Money to Good Causes
DIAMONDGAMEMN.COM [LEARN MORE >](#)



Leaderboard example ↑

Medium Rectangle example ↓

Web Ads

The Minnesota Legionnaire now has its own news website. Just enter legionnaire.org or minnesotalegionnaire.org. Ads are sold on the basis of cost-per-thousand impressions. Presently, we offer two sizes to keep things simple for you and for us:

Ad size	Cost	Specs	Results
Cost per thousand impressions:	\$10		
Leaderboard	\$500	728 px wide by 90 px tall	50k impressions
Rectangle	\$500	300 px wide by 250 px tall	50k impressions

EXPLORE THE BENEFITS YOU'VE EARNED



GET IN TOUCH

WITH LINKVET TODAY

Contact

Editor Tim Engstrom
desk: 651-424-4612
cell: 952-679-0134
email: tengstrom@mnlegion.org

E-blast!

We have an e-newsletter made with Constant Contact that goes out to all members with an email address. You can reach about 40,000 veterans with an e-blast ad. The flat cost is \$2,500.

Sizes are either 172 px wide by 600 px tall or 600 px wide by 172 px tall.

The Minnesota Legionnaire
53 • Vol. 107 No. 7 For God and Country October 2025

VA secretary says care backlogs are being reduced
And American Legion elects Kansas as national commander

A new post home!
Post 523 constructs a new club, sells old one to Breck School

Memorial sought for USS St. Paul

Know the organization behind the CVOs

Why advertise?

- Advertising in The Minnesota Legionnaire shows that you are pro-veteran. It's no secret veterans are loyal to pro-veteran products.
- You reach 53,000 households in print, and another 8,000 through our email edition. No other media outlet reaches Minnesota veterans as far and wide as this news outlet.
- The Minnesota Legionnaire is Minnesota's third-largest newspaper by circulation.
- It is wise to market in both print and web.
- Our prices are fair. Because we are a nonprofit, the Legionnaire print and online rates are low for the size of market we reach.