



Marine Corps League
McHenry County Detachment #1009
P.O. Box 311
Woodstock, IL 60098
www.McHenryCountyMCL.com

Dear Friends of the Marine Corps League,

The Marine Corps League (MCL), Department of Illinois, will be hosting its 74th Convention in June 2018. Every year Marines, Fleet Marine Force (FMF) Corpsman, MCL Auxiliary, and friends and families of the MCL "...join together in camaraderie and fellowship for the purpose of preserving the traditions and promoting the interests of the United States Marine Corps, banding together those who are now serving in the United States Marine Corps and those who have been honorably discharged from that service that they may effectively promote the ideals of American freedom and democracy, voluntarily aiding and rendering assistance to all Marines, FMF Corpsmen and former Marines and FMF Corpsmen and to their widows and orphans; and to perpetuate the history of the United States Marine Corps and by fitting acts to observe the anniversaries of historical occasions of particular interest to Marines."

This year as we assemble our program book we are embarking upon a new course. The book will be in full color, specially designed, and widely distributed throughout the state of Illinois. Not only will it serve as the program guide for our 2018 Department of Illinois Convention, but it will also serve as an informative recruitment tool for Illinois MCL Detachments. Copies of the program book will be placed at more than 49 Veteran Administration facilities including their Vet Centers, Medical Centers, and Community Based Outpatient Clinics, as well as many Illinois Department of Veteran Affairs Veteran Service Offices.

This is a great opportunity for your business to reach out to veterans in your area. Let them know you are out there and that you support them. We encourage you to promote your business by purchasing an advertisement in our convention program. Keep in mind that members of all services, and all walks of life will see this book. Consider taking out a full or half page ad to promote your business.

Since this program book will be distributed throughout the entire state of Illinois, make sure your advertisements are informative and enticing. If you need help with arranging what you want in the program, we have someone who is a graphic artist that will help. She will not compose your ads, but will provide assistance.

Here is what you need to know to secure your advertisement in the 2018 MCL Department of Illinois Convention program.

1. All color advertisements.
2. Ads should be informative (**Who, what, where, when, and why**).
3. Provide a means for the veteran to reach out to you. Telephone, website, e-mail, etc.
4. Avoid hard to read fonts. Some fonts are just difficult to read.
5. Avoid abbreviations or acronyms. Not everyone knows or understands certain abbreviations or acronyms. We want the readers to know exactly what is being conveyed in the advertisement.
6. Photos should be of a high resolution. Also, close up photos are preferred because group photos often are difficult to discern. Low-resolution pictures will simply look unattractive and unprofessional.
7. **Be mindful of white space.** White space refers to the canvas space left in between different elements of your design. **It is important because it keeps your design from being too cluttered or too confusing.**
8. Spellcheck your work.
9. Get your ads turned in early in case errors are noticed and require corrections.

Complete the enclosed 2018 Convention Program Order Form (also available at www.McHenryCountyMCL.com), which will guide you through how to pay, where to submit your finished advertisement, and the fee schedule for the different sizes of available ad space. Should you have any questions, reach out to Daniel Boucek at 808.482.1658 with the McHenry County Detachment. **Advertisement deadline date is May 11, 2018**, but please do not wait until the last week.

Thank you for your interest and support of Illinois veterans.

Semper Fidelis,



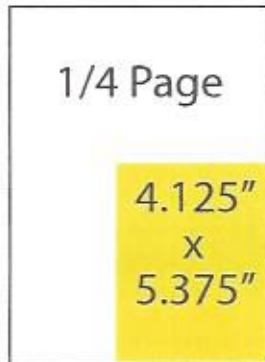
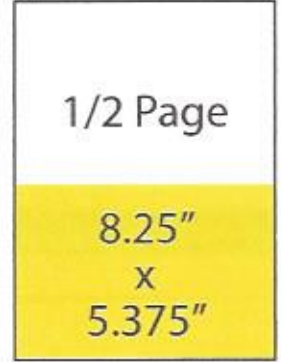
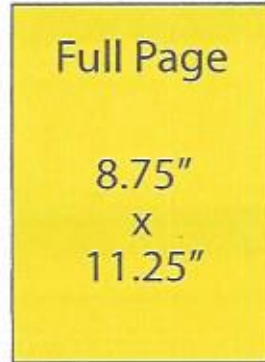
Daniel M. Boucek
2018 Department of Illinois
Convention Program Committee Member



Marine Corps League 2018 Department of Illinois State Convention

Marine Corps League Detachments & Auxiliary Units Business Advertisement Costs and Order Form

- Full Page Back Cover \$500
- Full Page Inside Front Cover \$400
- Full Page Inside Back Cover \$350
- Full Page \$200
- 1/2 Page \$125
- 1/4 Page \$100
- Business Card Size \$75
- Patron Name List in Program \$50



Payment and information on how to submit your completed ad electronically can be found at www.McHenryCountyMCL.com. Please submit your camera-ready artwork by **May 11, 2018**. If you are unable to submit your payment through the McHenry County Detachment website, please contact Daniel Boucek at 808.482.1658 for directions on alternate payment options.

Sold By: _____

Detachment: _____

Total Sales: _____