



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

Dear Department of Illinois Marine Corps League and Auxiliary Detachments and Units,

The Marine Corps League (MCL), McHenry County Detachment #1009, will be hosting the 74th Convention in June 2018. 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.

Since this book will have wide distribution, we want all the Detachments to know the importance in getting businesses in your area to advertise in our program book. You will want to tell them that it will be distributed all across the state and seen by thousands of military members and their families. Included in this packet are information letters that you can use when soliciting advertisements from local vendors. In addition to helping finance the Department of Illinois, each ad you sell to local businesses will bring your Detachment income. **We will have two price structures for advertisements: one for commercial venues and the other for MCL Detachments/Units.**

Detachment Requirements/Considerations

Since this program book will be used as a recruitment tool for the entire state of Illinois, make sure your advertisements are informative and enticing. Gone are the days of trite or overused statements and a list of Detachment officers. Those will have little meaning for the veteran who reads our book. Sell your Detachment or Unit. If you require assistance arranging your program, we have a graphic artist who will help; however she will not compose your ads. **The advertisement deadline date is May 11, 2018.**

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. Include Detachment Activities (Marksmanship Unit, Toys for Tots, Golf Tournaments, etc.).
4. Sell your Detachment!
5. Include your website, your meeting address (and when you meet), an e-mail, and a telephone number. Facebook address if you use Facebook. Provide a means for that potential MCL member to reach out to you!
6. Be creative. Remember, we hope the eyes of many Marines and FMF Corpsman will see these ads and contact the respective Detachment closest to where they live.
7. Avoid hard to read fonts. Some fonts are just difficult to read.
8. 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. Not to mention it is just more professional. Examples: Department, not Dept. Detachment, not DET. What is a PDD when referring to the Military Order of the devil Dogs, etc.? Educate your audience.
9. Avoid overused and not original statements (e.g. - Best Wishes For a Successful Convention, or the too often list of the current Board of Officers). The idea is to sell your Detachment not individuals.
10. 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.
11. **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.**
12. Spellcheck your work.
13. **Get your ads turned in early in case errors are noticed and require corrections.**

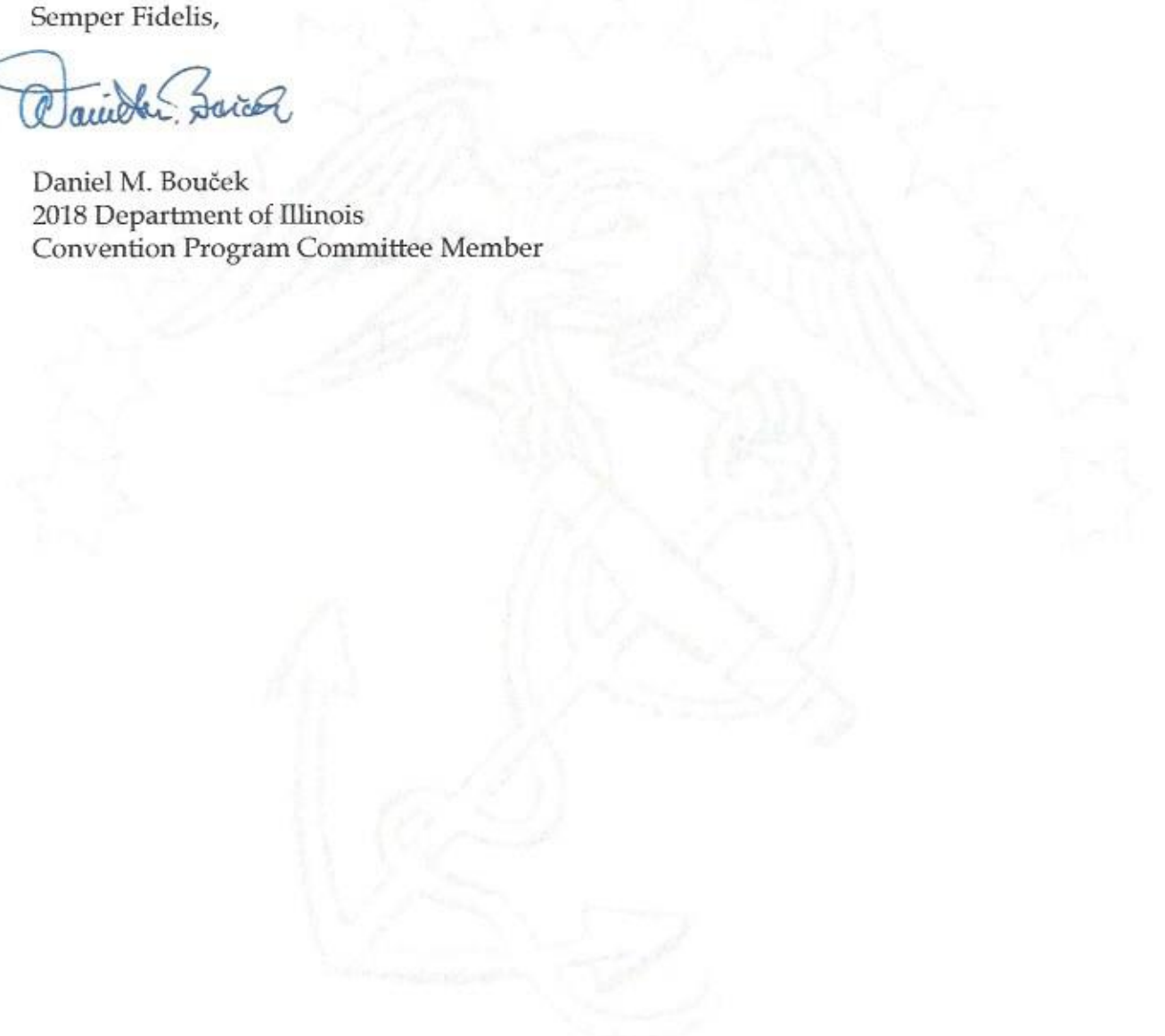
Complete the enclosed 2018 Convention Program Order Form (also available at www.McHenryCountyMCL.com), which will guide you through how to pay, where to submit your finished advertisement, and the fee schedule for the different sizes of available ad space. Should you have any questions, reach out to 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. Bouček
2018 Department of Illinois
Convention Program Committee Member



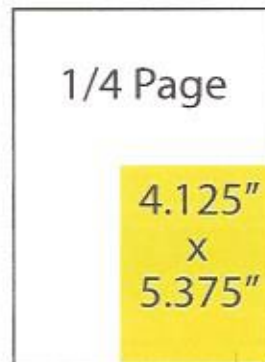
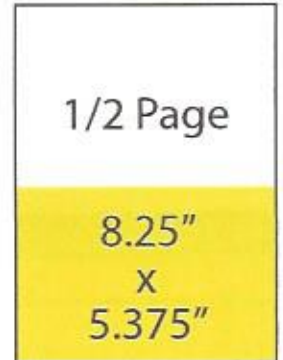
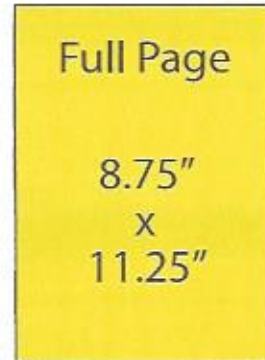
The watermark eagle clutching a fouled anchor with thirteen six-pointed stars above was used on uniform buttons starting in 1804. This same insignia is used today on the buttons of Marine dress and service uniforms, with the six-pointed stars changed to five-pointed stars.



Marine Corps League 2018 Department of Illinois State Convention

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

Full Page Back Cover	\$500
Full Page Inside Front Cover	\$400
Full Page Inside Back Cover	\$350
Full Page	\$150
1/2 Page	\$100
1/4 Page	\$75
Business Card Size	\$50
Patron Name List in Program	\$25



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: _____