

VETREPRENEUR

The Voice of the Veteran Business Movement

The official magazine of **NaVOBA**
NATIONAL VETERAN-OWNED BUSINESS ASSOCIATION

2009 MEDIA KIT



2008 VETREPRENEUR OF THE YEAR • LARRY BROUGHTON • U.S. ARMY VETERAN



“Woodward was hoping that our partnership would provide us with more exposure to veteran- and service-disabled veteran-owned businesses. Boy, has it! Our advertisement and the tremendous article that *Vetpreneur* wrote about our program in the April 2008 issue has already generated nearly 100 new contacts. So many that I am still catching up with them.”

MARK J. SCHNORENBURG
FEDERAL REGULATION COMPLIANCE MANGER
WOODWARD

ABOUT *VETPRENEUR*

Vetpreneur is the official magazine of the National Veteran-Owned Business Association (NaVOBA), the voice of the veteran business movement and the only national magazine serving the needs of the nation's three million veteran-owned businesses (VOBs). VOBs, or vetpreneurs, are perhaps the most prominent group on the American entrepreneurial landscape. *Vetpreneur* has been leading change in the VOB movement since its launch in 2004.

■ WHO SHOULD ADVERTISE IN *VETPRENEUR*?

LARGE CORPORATIONS

Help meet your veteran business supplier diversity goal. Advertising available through NaVOBA corporate membership. See NaVOBA's Corporate Membership brochure for details (www.navoba.com/corporate) or call (412) 424-0164 x125.

FEDERAL, STATE AND LOCAL GOVERNMENTS

Mandated by U.S. Public Law 106-50, and further supported by U.S. Public Law 108-183, federal agencies are goaled with ensuring that three percent of all federal contract dollars are contracted or subcontracted to service-disabled and veteran-owned small businesses. Many state and local governments have similar requirements.

VETERAN-OWNED BUSINESSES

Build your company's brand to the corporate and government procurement community and to fellow VOBs. Helps to distinguish your veteran-owned business from others that offer similar products and services.

All NaVOBA VOB members get advertising in *Vetpreneur* at a 30% discount!

FRANCHISORS

Our readers have the two most important factors for franchise success, either as an owner/operator or as a silent investor:

- Proven track record of successfully running a business.
- Financial means to invest.

See our Franchise Advertising Package media kit for discounts at www.militaryfranchising.com or call (412) 424-0164 x125.

SELLERS OF BUSINESS PRODUCTS & SERVICES

Market your products and services to growing small businesses. These companies are avid business consumers of the following products and services:

- Office supplies
- Financial / debt services
- Management and IT consulting
- Payroll services
- Office furniture
- Liability and property insurance
- Banking
- PCs and IT equipment
- and more!
- Telecom
- Healthcare insurance

“Magazine ads produce a big bump in measures like brand recall. Advertisers are looking for a way to bust through the ad clutter, to cut through all the noise. With this study, print is finally getting its due.”

SOURCE: GFK STARCH STUDY, PHILIP W. SAWYER,
MARKETING DAILY, 2/23/07

THE BUSINESS CASE FOR USING VETREPRENEURS AS SUPPLIERS

■ THE “STUFF” THAT MAKES THEM VETERANS JUST HAPPENS TO BE THE SAME “STUFF” THAT MAKES THEM GREAT BUSINESS OWNERS!

Military training teaches attributes like leadership, teamwork, discipline and ambition. Veterans, unlike any other diverse business group, come armed with an education from the best business school in the world: the U.S. military. And veterans bring the value of this education and experience to your company as suppliers. Want some proof? 1 in 7 veterans owns a business while only 1 in 14 Americans owns a business. Want some more proof? Some of our nation's greatest entrepreneurs also happen to be vetrepreneurs:

- Fred Smith, Founder and CEO of FedEx, U.S. Marine Corps
- Phil Knight, Founder and CEO of Nike, U.S. Army Reserve
- Ross Perot, Founder of EDS and Perot Systems, U.S. Navy
- And the list goes on and on!

■ VETERANS ARE YOUR CUSTOMERS! SPENDING POWER!

There are 25 million veterans in this country; or roughly 1 in 5 adult males. Add 20 million spouses and 55 million children and that number grows to 100 million, or 1/3 of the entire U.S. population! And Americans, in today's patriotic times, regardless of veteran status, demand that corporations be military and veteran-friendly. That's a lot of spending power buying your company's products and services! The veteran consumer market is engaged, proud and will insist upon you using veteran suppliers! Your company must brand itself as military and veteran-friendly. Buying from veteran-owned businesses is essential in today's American economy.

■ ATTRACT VETERAN TALENT AS EMPLOYEES

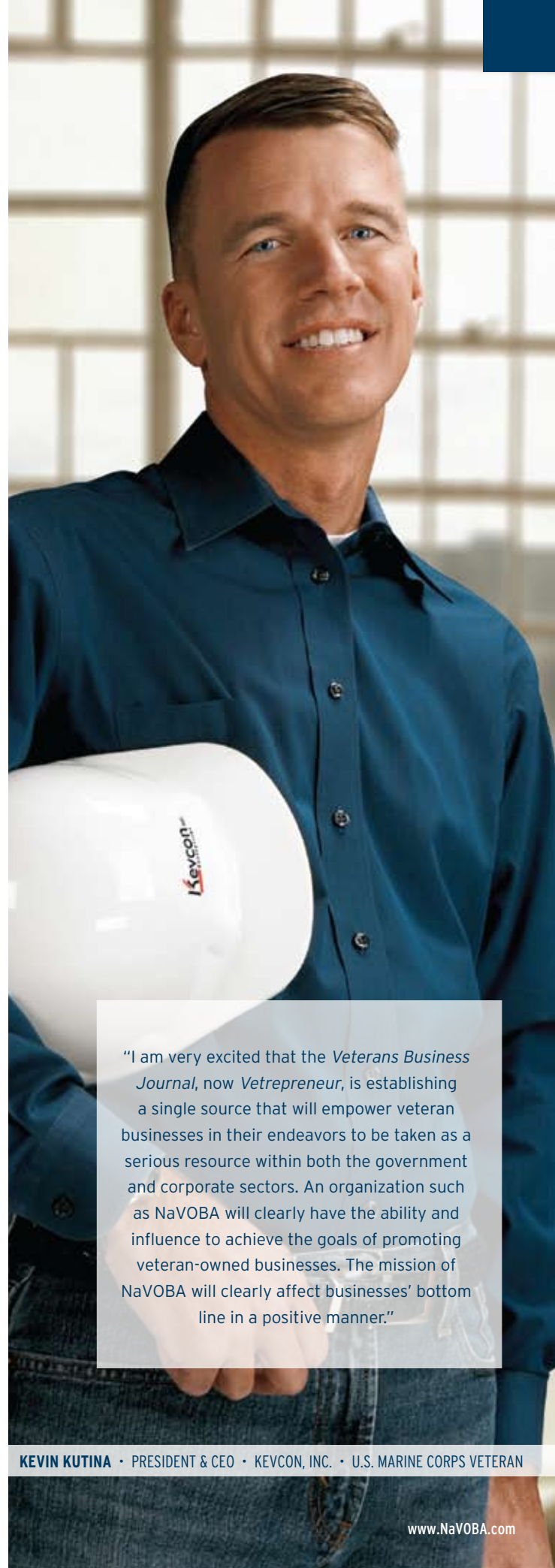
With baby boomer retirements starting, experts predict a 10 million person labor shortage by 2012. Companies who establish proven pipelines of “renewable” talent will win. Those who don't will be left behind. The military produces 400,000 new veterans each year. A veteran-friendly supplier diversity program helps you tap that talent pool.

■ WIN GOVERNMENT BUSINESS

The federal government has mandated veteran-owned business usage since 1999 and many states and local governments now have similar requirements. If your veteran supplier diversity program is poor or non-existent, you risk losing government contracts.

■ OVERALL ECONOMIC BENEFIT

Veterans have personally sacrificed to preserve the free enterprise economy that all of our companies operate in. They have clearly earned the right to compete for your business. Buying from veteran-owned business, as opposed to outsourcing overseas, drives domestic economic growth. In turn, this creates incremental domestic wealth, income and jobs. This growth raises domestic consumer spending on your company's own products and services. “Buy Veteran” – “Buy American.” Using veteran suppliers is truly an investment in America which helps the U.S. economy and your corporate image.



“I am very excited that the *Veterans Business Journal*, now *Vetrepreneur*, is establishing a single source that will empower veteran businesses in their endeavors to be taken as a serious resource within both the government and corporate sectors. An organization such as NaVOBA will clearly have the ability and influence to achieve the goals of promoting veteran-owned businesses. The mission of NaVOBA will clearly affect businesses' bottom line in a positive manner.”

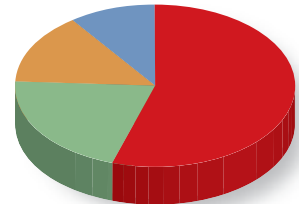
KEVIN KUTINA • PRESIDENT & CEO • KEVCON, INC. • U.S. MARINE CORPS VETERAN



Minority over-representation!

The military may very well be the #1 producer of minority-owned businesses for years to come! Consider the current minority make-up of active duty military forces:

Minority Make-up of Active Duty Military Forces



- 55% Caucasian
- 21% African American
- 14% Hispanic
- 10% Asian and other Minorities

Now consider that about 400,000 troops leave the service each year. One in four of those will become a business owner, then the military will produce about 45,000* new MBEs per year...or about 1.35 million over a 30 year career!

* $400,000 \text{ transitioning military per year} \times 45\% \text{ minority} \times (1/4 \text{ working-age VOBs}) = 45,000$

VETREPRENEUR EDITORIAL

EDITORIAL MISSION

As the official magazine of NaVOBA, *Vetpreneur* is the only national magazine serving the needs of veteran and service-disabled veteran business owners. *Vetpreneur* addresses news and profiles within four main areas of business opportunity for vetrepreneurs:

- V2V: VETREPRENEURS SELLING TO OTHER VETREPRENEURS.
- V2B: VETREPRENEURS SELLING TO BIG BUSINESS, CORPORATE AMERICA.
- V2G: VETREPRENEURS SELLING TO GOVERNMENT.
- V2C: VETREPRENEURS SELLING TO CONSUMERS.

Within each area of business opportunity, the following sections are regularly covered:

- Start-Up
- Sales & Marketing
- Franchising
- News & Views
- NaVOBA Community
- Events Calendar
- Patriotism
- On the Scene
- Advanced Individual Training
- Selling to Big Business
- People on the Move
- Supplier Diversity Professional
- F1000 Report Card
- Ask the Expert
- Rainmaker Profiles
- Start-Up Coach
- Ask Murray
- News from the Advocates
- Industry Lingo
- Checklists

EDITORIAL CALENDAR

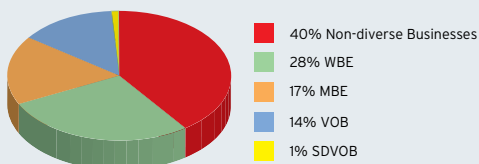
ISSUE	COVER STORY
Jan 09	Vetpreneur of the Year 2009
Feb 09	Veteran Franchising
Mar 09	TBD
Apr 09	TBD
May 09	TBD
Jun 09	Best Corporations for Vetrepreneurs 2009
Jul/Aug 09	TBD
Sep 09	Veteran Business Movement Best Practices - VOBA Summit
Oct 09	TBD
Nov/Dec 09	Federal Agency Report Card 2009

VETREPRENEUR DEMOGRAPHICS

U.S. DIVERSE BUSINESS OWNERSHIP (NUMBER OF FIRMS)

Veteran-Owned Businesses (VOB)	3.3 million
Service-Disabled, Veteran-Owned Businesses (SDVOB)	0.3 million
Minority-Owned Businesses (MBE)	3.9 million
Woman-Owned Businesses (WBE)	6.5 million
Non-Diverse Owned Business	9.1 million
Total Businesses	23.0 million

* Source: 2002 Economic Survey Data, U.S. Bureau of Census.



EVENTS

NaVOBA has tentative plans for events in 2009, including the Veteran-Owned Business Accountability Summit (VOBA Summit) put on jointly by NaVOBA and the U.S. Department of Veterans Affairs.

VOBA Summit is set to be held in June 2009 in Washington, DC. NaVOBA is also considering its owned Expo events, more details to follow.



NAVOPA ONLINE

NaVOBA plans to overhaul its Web site (www.navoba.com) in 2009. More details to follow.



"We've found NaVOBA to be the best source as we launch the veteran leg of our supplier diversity program. NaVOBA corporate membership enables Microsoft to really plug into the veteran business community and will be vital as we grow our program."

FERNANDO HERNANDEZ
SUPPLIER DIVERSITY DIRECTOR
MICROSOFT

CIRCULATION

Vetpreneur magazine is printed 10 times per year and distributed to:

- Members of NaVOBA.
- Corporate members of NaVOBA.
- All members of Congress.
- Key government buyers and officials.
- Prime contractors.
- Newsstand sales.
- SBDCs, PTACs, SCORE offices and TAP/ACAP classes.
- Veteran FASTrac classes.
- Major veteran-owned business events.
- Chamber of Commerce and Rotary Clubs.

Vetpreneur is printed on high-quality, full-color glossy paper with evergreen data and resources, *Vetpreneur* enjoys a shelf life that is months longer than newsprint or web advertising vehicles.



“There is the national visibility that comes with advertising in *Vetpreneur*, but for us it goes a bit deeper. As NaVOBA is the only national magazine promoting the veteran business owner cause, I want to see them succeed. I look at the money spent with NaVOBA as being for marketing, sales, lobbying, etc. They are my advocate.”

VETPRENEUR Ad RATES

■ ADVERTISING RATES (ALL ADS ARE 4-COLOR BLEED)

CALL FOR RATES
 412-424-0164 x125

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 412-424-0164 x125

- Vetpreneurs who are members of NaVOBA get a 30% discount on advertising in *Vetpreneur* magazine.
- NaVOBA Corporate and Government members get *Vetpreneur* advertising in conjunction with their membership and discounts on additional advertising. See NaVOBA Corporate and Government member brochures for details, or call us for details.
- All prices are per ad.
- Ad design is available for an additional fee.

■ ONLINE REPRESENTATION

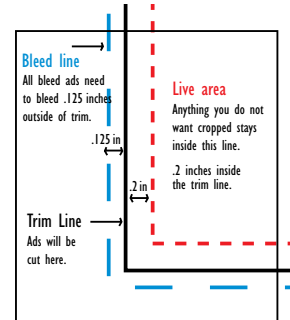
Vetpreneur advertisers will have logo representation with a link to their Web site on the membership page of NaVOBA.com.

VETREPRENEUR AD SPECS

AD SPECS

SIZE OF AD	TRIM SIZE		BLEED SIZE		
	WIDTH	HEIGHT	WIDTH	HEIGHT	
2 Page Spread Bleed	16.750"	10.875"	17.000"	11.125"	184 sq. in.
Full Page Bleed	8.375"	10.875"	8.625"	11.125"	92 sq. in.
1/2 Page Bleed	8.375"	5.359"	8.625"	5.609"	45 sq. in.

***IMPORTANT:** Bleeding ads "bleed" dynamically off the edge of the page. To do this, all bleed ads MUST have a 1/8" (.125) margin (no text area) around the ad...this extra 1/8" will be cropped. See above for specs. Please look to the right diagram for complete layout of the ad breakdown.
Be aware of your "Live Area" and how it affects the layout of the ad regarding the trim.



PRINT ADVERTISING



- Adobe Acrobat PDF
- Fonts should be embedded.
- Please make sure all files are CMYK formatted.
- If you foresee possible changes to an ad in the future please send a collected file of:
 - Collected fonts
 - Linked pictures
 - Host ad file

SHIP TO:

Vetpreneur magazine
 429 Mill Street
 Coraopolis, PA 15108
 Tel: (412) 424-0164 x137

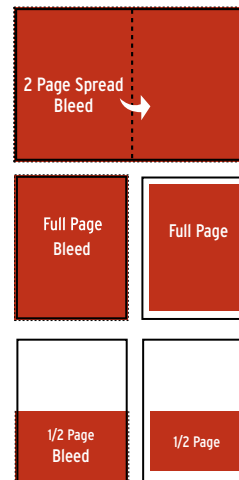
VETREPRENEUR MAGAZINE

PRODUCTION SPECIFICATIONS:

Trim Size: 8.375" W x 10.875" H
With Bleed: 8.625" W x 11.125" H
Text Stock: 45 lb. coated
Line Screen: 150 LPI
Binding: Saddle-stitched or perfect bound (dependent upon page count)
Printing: Heatset web offset

EMAIL:

production@navoba.com



COPY AND CONTRACT REGULATIONS

Vetpreneur magazine is published by Victory Media Inc.

Cancellation: Cancellation of an advertisement or a change in its schedule must be received in writing before the space reservation deadline. If any portion of an advertising contract is cancelled before the full run of the advertising contract, the advertiser will be charged at the full open (1x) rate, including color and position charges if applicable, for all advertisements already published under that contract. In such cases, payment of that difference will be made immediately to Victory Media Inc. Advertisements cancelled after the space reservation deadline will be billed at 100%.

Liability for Errors: Victory Media Inc. assumes no liability for any advertisement whether or not it is supplied camera-ready by the advertiser. Victory Media Inc. shall not be liable to Advertiser for any loss that results from incorrect publication, positioning or omission of its advertisements. However, ads that appear with errors that are the fault of the publisher will receive space credit in the next available issue.

Advertiser and Agency Liability: Advertiser and advertising agency assume liability for all content (including names, words, labels, trademarks, or other copyright matter) of advertisements printed, and also assume responsibility for any claims arising there from. The publisher reserves the right to decline or cancel an advertisement at any time. Victory Media Inc. is not liable for the failure to publish or circulate any part of an issue because of acts of God, work stoppages, national emergencies, or any other emergencies/circumstances beyond the control of Victory Media, Inc.

Billing Instructions: Victory Media Inc. invoices the day after mailing the issue. Full payment of advertising appearing in that issue is expected within 15 days of invoice date.

PRODUCTION CALENDAR

Issue	Space Deadline	Material Deadline	On-Sale Date
Jan 09	14-Nov-08	18-Nov-08	19-Dec-08
Feb 09	12-Dec-08	16-Dec-08	16-Jan-09
Mar 09	9-Jan-09	13-Jan-09	13-Feb-09
Apr 09	13-Feb-09	17-Feb-09	20-Mar-09
May 09	13-Mar-09	17-Mar-09	17-Apr-09
Jun 09	10-Apr-09	14-Apr-09	15-May-09
Jul/Aug 09	29-May-09	2-Jun-09	3-Jul-09
Sep 09	10-Jul-09	14-Jul-09	14-Aug-09
Oct 09	14-Aug-09	18-Aug-09	18-Sep-09
Nov/Dec 09	25-Sep-09	29-Sep-09	30-Oct-09

A FEW OF OUR SATISFIED MEMBERS AND ADVERTISERS

CORPORATE SUPPLIER DIVERSITY PROGRAMS

3M Company
Administaff
Ahold USA
Alcatel - Lucent
Alcon Labs
Apple Inc.
Archer Daniels Midland
AstraZeneca
AT&T
BAE Systems
Bank of America
Battelle
Bell Helicopter
Boehringer Ingelheim
Boeing
Booz Allen Hamilton
Bridgestone Americas
Cardinal Health
Caremark / CVS
Cargill
CDW
Chrysler
Cingular Wireless
Comcast
Con Edison
Daiichi-Sankyo
DynCorp International
Eastman Kodak
Eaton Corp.
Entergy
Ericsson
Exxon Mobil
Fedex
Ferguson
Ford Motor Company
General Motors
Georgia Power Company
GlaxoSmithKline
Harley-Davidson
Herman Miller Furniture
IBM
JLG Industries
Johnson Controls
Johnson & Johnson
KBR
Little Caesars Enterprises
Lockheed Martin
Mack Truck
Mastercard

McCormick & Co.
McKesson
Merck
Microsoft
Motorola
MWD
National Instrument
Northrop Grumman
Novartis
Novation
Office Depot
Pepco Holdings
Perot Systems
PG&E
Picerne Military Housing
Procter & Gamble
Progress Energy
Raytheon
Roche Pharmaceuticals
Rolls Royce
SAIC
Scana
Schering-Plough
Sempra Energy
Shaw Environmental
Shell
Sign-A-Rama
Southern California Edison
Sprint Nextel
Starbucks
SUPERVALU
Textron
The Coca-Cola Company
The Home Depot
Time Warner
Tremco
Union Bank
Unisys
United Rentals
UPS
UPMC
Verizon
Volvo Trucks N. A.
Wal-Mart
Waste Management
Woodward
Xcel Energy
Xerox

GOVERNMENT AGENCIES

Calif Dept. of Veteran Affairs
Defense Logistics Agency
EPA
GovWorks
GSA
NASA
Nuclear Regulatory Commission
SBA
Target Gov
The Veterans Corporation
U.S. Dept of Agriculture
U.S. Dept of the Air Force
U.S. Dept of the Army
U.S. Dept of Energy
U.S. Dept of Health & Human Services
U.S. Dept of Homeland Security
U.S. Dept of Housing & Urban Development
U.S. Dept of the Interior
U.S. Dept of the Navy
U.S. Dept of Transportation
U.S. Dept of Veterans Affairs

BUSINESS SERVICES

Drexel e-Learning
FedMarket
Little Caesars
Newtek
National City
Paychex
SFG
VOB Funding

FRANCHISES

Bark Busters
Batteries Plus
Budget Blinds
GNC
Home Instead Senior Care
Juice It Up!
Mac Tools
Maui Wowi
My Franchise Path
PakMail
Papa Murphy's
Rising Roll
Rita's Water Ice
Seniors Helping Seniors
Sign-A-Rama
Signs Now
The Dwyer Group
Sign-A-Rama
TSS Photography

VETREPRENEURS

Avisar
Carr Metal Products, Inc.
Broughton Hospitality
Great Lakes Management Services
ITA International
KevCon Inc.
Lanmark Technology
Recruit Veterans
TEVET

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429 Mill Street, Coraopolis, PA 15108

Ph: 412-424-0164 x125 • Fax: 412-291-3375

Email: advertise@navoba.com

www.navoba.com