

FUNERAL HOME & CEMETERY

News



FAMILY OWNED & OPERATED SINCE 1974 • www.NomisPublications.com • 1-800-321-7479
PREVIOUSLY PUBLISHED AS THE YB NEWS ... STILL THE PLACE FOR YOUR NEWS!

**ASK ABOUT
AD BANNERS**

The Only Industry Trade Newspaper received by virtually every U.S. Funeral Home. Circulation over 15,000.

JANUARY 2025 RATE CARD

DEADLINE 5TH OF THE PREVIOUS MONTH

DISPLAY ADVERTISING

All costs are per insertion

AD SIZE	1 Time	3 Times	6 Times	12 Times
Full Page 6cx16	2,977	2,756	2,615	2,438
Magazine Page 5cx10	1,979	1,808	1,715	1,622
Half Page 6cx8,3cx16	1,899	1,735	1,647	1,558
1/3 Page 6cx5 1/3, 4cx8, 2cx16	1,544	1,392	1,279	1,188
1/4 Page 6cx4, 4cx6, 3cx8, 2cx12	1,072	980	920	849
Magazine 1/2 Page 4cx5	929	852	803	743
1/6 Page 4cx4, 3cx5 1/3, 2cx8	743	682	642	594
1/8 Page 6cx2, 4cx3, 3cx4, 2cx6	573	529	503	467
5" Ad 2cx5	487	451	430	400
1/16 Page 3cx2, 2cx3	292	271	258	240
2" Ad 2cx2	226	211	200	190

*c Represents number of columns wide by (x) inches in height.

COLUMN WIDTHS

1 column - 1½"	3 column - 5"	5 column - 8½"
2 column - 3¼"	4 column - 6¾"	6 column - 10¼"

GUARANTEED SPACE/POSITIONING

A minimal amount of space, including Front Page Ad Space, can be guaranteed for position at an additional charge. Call for information.

The publisher does not and cannot assume any responsibility for costs/damages if they fail to publish an ad. The publisher reserves the right to refuse ads in bad taste, of a questionable nature or those with a conflict of interest.

CLASSIFIED ADVERTISING

REGULAR CLASSIFIED: 50 WORDS OR LESS

1 Issue	\$ 65.00
3 Issues	\$165.00

INCLUDES AD ONLINE AT www.nomispublications.com

Additional	Add Per Issue	
Extra Words	\$.35	each
Boxholder Reply	\$ 10.00	each
Ad Border	\$ 10.00	each
Color Background..... (includes border)	\$15.00	each
Photos	1 Issue	3 Issues
Online	\$25.00	\$50.00
Online and In Print.....	\$40.00	\$100.00

2" BOXED CLASSIFIED (3¼" WIDTH x 2" HEIGHT)

1 Issue	\$180.00
3 Issues	\$505.00

Additional	Add Per Issue	
Boxholder Reply	\$10.00	
Color Ad.....	\$35.00	
Set-Up Fee	\$50.00	

2" ads placed for more than 3 issues or ads larger than 2" are placed as Display Advertising. Placement within the Classified pages may be specified at no additional charge.

Payment must accompany order for all classified advertising.

SHIPPING DIRECTORY

Placement by City/State. Specify city and/or state preferred. All ads measure 3¼" in width. No ads larger than 5" in height. Minimum placement 1 year. Advance payment required. Prices are for press ready copy.

TOTAL CHARGES SHOWN

5"	\$925.00	2"	\$525.00
4"	\$805.00	1"	\$345.00
3"	\$695.00		

Published monthly by:

Nomis Publications, Inc., 8570 Foxwood Ct, Youngstown, Ohio 44514

800-321-7479 • www.nomispublications.com

DISPLAY AD MECHANICALS

ALL ADVERTISING MUST MEET COLUMN WIDTHS SHOWN, INCLUDING AD BORDERS

ELECTRONIC SUBMISSION OF AD COPY:

Preferred File Format: PDF

Avoid JPGs, TIFs or other graphics files. Microsoft files will not be accepted as press ready. No Publisher files accepted.

Photos and graphics at 300dpi

PDF settings must be for "Press" • Leave color management policies to "Color Unchanged"

Embed all fonts and subset embedded fonts • Uncheck "Preserve Editing Capabilities" if applicable

Use process color (CMYK) settings only - No bleeds - No PMS color matches

Printer's marks and color bars not necessary

Ads submitted without borders (except full page) may have border added for separation between advertisements

Excessive time to convert/format files by the graphic design department will be charged at a non-commissionable rate

E-mail to: peggy@nomispublications.com

GRAPHIC DESIGN: All graphic design done by our offices will be charged at a non-commissionable rate

AGENCY COMMISSIONS

15% Agency Commission will be allowed to recognized agencies providing an insertion order and press ready copy to mechanicals shown. Payment must be made within 60 days of invoice or commission will be forfeited.

PAYMENT TERMS

Display Advertising is billed upon publication and due upon receipt. First time customers of Nomis Publications, Inc. must submit payment for the first issue containing their advertisement prior to publication. Subsequent advertising will be billed upon publication.

CIRCULATION

Funeral Home & Cemetery News is received free by virtually every main branch funeral home throughout the U.S. along with industry supply/service companies, mortuary schools, trade service companies and trade associations. Paid subscribers include branch locations, cemeteries students, retirees, locations wishing additional copies, etc. Total circulation is over 15,000. In addition, the newspaper is available electronically at www.nomispublications.com. Postal statements are kept on file and are available as proof of circulation upon request.

PRESS RELEASES

Press releases are published free of charge. All of the news appearing in Funeral Home & Cemetery News is submitted by firms and/or individuals within the industry. **Deadline is the 5th of the previous month.** Press releases are accepted by mail, fax or e-mail (press_releases@nomispublications.com).

Suppliers News press releases are to be informational to the product or service offered.

Electronic Submission: Microsoft Word, Adobe PDF or Text file. Photos: .jpg file, resolution 300+ dpi. Do not embed photos in Word or Adobe.

The contents of any press release is subject to editing and is published at the sole discretion of the publisher. The publisher reserves the right to refuse any press release in bad taste, of a questionable nature or those with a conflict of interest.

EDITORIAL CALENDAR

The Funeral Home & Cemetery News is a compilation of news articles and press releases provided from throughout the industry. While there is no Editorial Calendar, Pre and Post Convention Highlights from the industry's National Associations are featured.

Please note: Specifications current as of October 2024. Specifications are subject to change. We assume due diligence was taken by the client or their agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.

**Increase Your Exposure
at www.nomispublications.com**