

BUYER'S GUIDE RATES

LARGE SPACE ADVERTISING

BUYER'S GUIDE

Beginning Pages - Full Color		Beginning Pages - B/W	
Front Cover Photo	$ 650.00	Full Page	$1440.00
Full Page-Full Color	$2914.00	Half Page	$ 878.00
Half Page-Full Color	$2238.00	Quarter Page	$ 575.00

FUNERAL HOME & CEMETERY DIRECTORY

Full Page - Full Color	$2914.00
Half Page - Full Color	$2238.00
Full Page - Beginning Pages - B/W	$1440.00
Half Page - Beginning Pages - B/W	$ 878.00
Quarter Page - Beginning Pages - B/W	$ 575.00

Call for availability of cover advertising.
Call for extra ad rates if placing more than one large space ad.

ADVERTISING WITHIN TEXT

Rates apply to advertising in either the Buyer's Guide or the Funeral Home & Cemetery Directory.

MAIN AD

Full Page	$1301
Half Page	$793
1/3 Page	$519
1/4 Page	$436
1/5 Page	$361
1/8 Page	$325
2" Ad	$325
1" Ad	$250
Bold Listing	$198

Specific placement add $85.00

Extra ads - Rates apply to combined advertising in either the Buyer's Guide or the Funeral Home & Cemetery Directory.

EXTRA ADS

Full Page	$851
Half Page	$517
1/3 Page	$337
1/4 Page	$285
1/5 Page	$239
1/8 Page	$212
2" Ad	$212
1" Ad	$162
Bold Listing	$132

Specific placement add $70.00 ea.

PRODUCT/SERVICE CATEGORY LISTINGS

In the Buyer's Guide
Up to 5 ..... Free Next 25 ..... $15.00 each
Call for discounts if placing over 25 listings.

FREE TO ALL ADVERTISERS

Buyer's Guide
Funeral Home & Cemetery Directory - Print Edition
Link to Digital Directories

PAYMENT TERMS

Payment due within 30 days of order. All advertising must be paid in full prior to May 15, 2027.

AGENCY COMMISSION

An agency commission of 15% is allowed only to recognized agencies if camera ready copy is provided to the mechanicals shown. Payment must be made in 60 days or commission will be forfeited.

MECHANICAL REQUIREMENTS

BLACK & WHITE ADVERTISING

The following sizes are for advertising placed in the **Buyer's Guide** under a Product/Service heading or in the **Funeral Home & Cemetery Directory** under a city/state.

2 Column Width 7 1/8"	Height	1 Column Width 3 1/2"	Height
Full Page	9 5/8"	Half Page	9 5/8"
Half Page	4 3/4"	1/3 Page	7"
1/3 Page	3 3/16"	1/4 Page	5"
1/4 Page	2 1/2"	1/5 Page	4"
1/5 Page	1 7/8"	2" Ad	2"
1/8 Page	1"	1" Ad	1"

No bleeds allowed - Quality Laser Print or Digital File*

The following sizes are for advertising placed in the beginning pages of the **Buyer's Guide**.

Full Page	8"x10 1/2"	
Half Page Horizontal	8"x5 1/8"	Half Page Vertical 3 7/8"x10 1/2"
Quarter Page Horizontal	8"x2 5/8"	Quarter Page Vertical 3 7/8"x5 1/8"

No bleeds allowed - Supply Quality Laser Print or Digital File*

The following sizes are for advertising placed in the beginning pages of the **Funeral Home & Cemetery Directory**.

Full Page	8"x10½"	Full Page	4 1/2"x6 1/2"
	Horizontal		Horizontal
Half Page	8"x5 1/8"	Half Page	4 1/2"x3 1/4"
Quarter Page	8"x2 5/8"	Quarter Page	4 1/2"x1 1/2"
	Vertical		Vertical
Half Page	3 7/8"x10 1/2"	Half Page	2 3/16"x6 1/2"
Quarter Page	3 7/8"x5 1/8"	Quarter Page	2 3/16"x3 1/4"

No bleeds allowed - Supply Quality Laser Print or Digital File*

FULL COLOR ADVERTISING

The **Buyer's Guide Front Cover Photo**. Supply original or high resolution digital color photo. Include short description of photo (up to 50 words) and firm information for cover key. Call for availability of space.

The following sizes are for full color advertising placed in the beginning pages of the **Buyer's Guide**.

Full Page	Live Matter Image Area 8"x10½", Trim 8½"x11" bleed allowed
Half Page Horizontal	8"x5 1/8" no bleed allowed
Half Page Vertical	3 7/8"x10½" no bleed allowed

The following sizes are for full color advertising placed in the beginning pages of the **Funeral Home & Cemetery Directory**.

Full Page:	Live Matter Image Area 8"x10½", Trim 8½"x11" bleed allowed
	Live Matter Image Area 4 1/2"x6 1/2", Trim 5" x 7" bleed allowed
Half Page Horizontal:	8"x5 1/8" no bleed allowed
	4 1/2"x3 1/4" no bleed allowed
Half Page Vertical:	3 7/8"x10 1/2" no bleed allowed
	2 3/16"x6 1/2" no bleed allowed

GRAPHIC DESIGN of black & white ad copy will be done free of charge for firms not using the services of an advertising agency. Copy supplied should be noted with typestyles and sizes preferred. Any logos provided should be sharp (preferably black ink) or digital file and not of a raised texture. Photographs are acceptable in color or black & white. A first proof is available by request only. Additional proofs @ $20.00.

***DIGITAL FILES** to be provided in .pdf format by email. Embed all fonts. Photos at 600+ dpi. Full color CMYK. A hardcopy of ad must be provided. No Microsoft Publisher documents accepted. Photos/logos can be provided in .jpg format.

DEADLINE - MAY 15, 2027
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