FUNERAL HOME & CEMETERTY DIRECTORY RATES

Main Advertising Space

Full Page Ad	$ 1301.00
Half Page Ad	793.00
1/3 Page Ad	519.00
1/4 Page Ad	436.00
1/5 Page Ad	361.00
1/8 Page Ad	325.00
2” Ad	325.00
1” Ad	250.00
3/4” Ad	208.00
1/2” Ad	176.00
Bold Listing	161.00

Extra Ads

Full Page Ad	$ 851.00
Half Page Ad	517.00
1/3 Page Ad	337.00
1/4 Page Ad	285.00
1/5 Page Ad	239.00
1/8 Page Ad	212.00
2” Ad	212.00
1” Ad	162.00
3/4” Ad	135.00
1/2” Ad	112.00
Bold Listing	103.00

Specific Ad Placement

(Space is limited - Please call for availability)

Front Section ..... add 139.00
(¼ page ad or larger. Full color also available. Call for prices.)

Main Ad..... add 85.00

Extra Ads Each..... add 70.00

Shipping/Embalming Listing

With an Advertisement..... add 55.00
(Orders of $ 655.00 or more listing is FREE)

Listing Only..... 103.00

Rates effective September 2026

Mechanical Requirements
(BASED ON 8½” x 11” DIRECTORY)

2 Column Ads - Width 7⅛”

Full Page	9⅝” height
First Page of State	8¾” height
Half Page	4¾” height
1/3 Page	3 3/16” height
1/4 Page	2½” height
1/5 Page	1⅞” height
1/8 Page	1” height

1 Column Ads - Width 3½”

Half Page	9⅝” height
1/3 Page	7” height
1/4 Page	5” height
1/5 Page	4” height
2” Ad	2” height
1” Ad	1” height
¾” Ad	¾” height
½” Ad	½” height

COPY REQUIREMENTS:

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. Embed all fonts. Photos at 300+ dpi. Full color CMYK. Email or provide disk. A hardcopy of ad must be provided. No Microsoft Publisher documents accepted. Photos/logos can be provided in .jpg format.

The enclosed payment is authorization to place advertising in the 2028 edition of The Funeral Home & Cemetery Directory and Nomis Publications Online Directory. **Advertisers receive a copy of the Pocket Size directory and Buyer's Guide as well as a link to the current Digital directory. Publication date October 2027.** The advertiser submits this copy to publication and warrants that he/she is authorized to sign by the advertiser; that he/she has verified that the copy, including variations, is truthful, accurate and approved for publication. The advertiser certifies that he/she is the owner of, or is duly authorized by the proper authority to use the tradename(s), service mark(s), photographs, and names, including trade association affiliations, in this copy. Advertisers are responsible for adhering to individual state, province or country regulations regarding advertising. The publisher agrees to follow this copy as closely as typographical standards and general policies permit. The advertiser agrees that proof(s) need not be provided. Advertisements will run, or be referred to, under the city of choice. Ad placement is not guaranteed. In most cases advertisements run under the state, then the city, and where applicable in alphabetical order. The publisher reserves the right to refuse any ad that is in poor taste or in any way degrading to the funeral industry.

OFFICE USE

M/L _____

W _____

T _____

P _____ / _____