

The Only Industry Trade Newspaper received by over 20,000 Funeral Homes and Cemeteries in the U.S.!!!

2022 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	2,620	2,425	2,301	2,146
Magazine Page 5cx10	1,728	1,578	1,495	1,414
Half Page 6cx8,3cx16	1,671	1,527	1,449	1,370
1/3 Page 6cx5 1/3, 4cx8, 2cx16	1,359	1,225	1,125	1,045
1/4 Page 6cx4, 4cx6, 3cx8, 2cx12	903	819	768	752
Magazine 1/2 Page 4cx5	786	719	675	623
1/6 Page 4cx4, 3cx5 1/3, 2cx8	654	600	565	523
1/8 Page 6cx2, 4cx3, 3cx4, 2cx6	480	438	413	384
5" Ad 2cx5	420	388	369	343
1/16 Page 3cx2, 2cx3	257	238	227	211
2" Ad 2cx2	199	186	176	167

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

### COLUMN WIDTHS

1 column - 1 1/2"	3 column - 5"	5 column - 8 1/2"
2 column - 3 1/4"	4 column - 6 3/4"	6 column - 10 1/4"

### 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 .....	\$ 55.00
3 Issues .....	\$140.00

INCLUDES AD ONLINE AT [www.nomispublications.com](http://www.nomispublications.com)

Additional	Add Per Issue
Extra Words .....	\$ .30 each
Boxholder Reply .....	\$ 10.00 each
Ad Border .....	\$ 5.00 each
Color Background..... (includes border) .....	\$10.00 each
<b>Photos</b>	<b>1 Issue 3 Issues</b>
Online (Add a video for \$5 per issue) .....	\$20.00 \$35.00
Online and In Print.....	\$35.00 \$65.00

### 2" BOXED CLASSIFIED (3/4" WIDTH x 2" HEIGHT)

1 Issue .....	\$175.00
3 Issues .....	\$500.00

Additional	Add Per Issue
Boxholder Reply .....	\$ 10.00
Color Background.....	\$35.00

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 3/4" 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" .....	\$860.00	2" .....	\$490.00
4" .....	\$745.00	1" .....	\$320.00
3" .....	\$645.00		

Published monthly by:

**Nomis Publications, Inc., PO Box 5159, Youngstown, Ohio 44514**

Advertising Material to (no US Post Office delivery):

**8570 Foxwood Court, Youngstown, Ohio 44514**

**800-321-7479 • Fax 800-321-9040 • [www.nomispublications.com](http://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](mailto: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 and active cemetery throughout the U.S. along with industry supply/service companies, mortuary schools, trade service companies and trade associations. Paid subscribers include branch locations, students, retirees, locations wishing additional copies, etc. Total circulation is over 20,000. In addition, the newspaper is available electronically at [www.nomispublications.com](http://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](mailto: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 2021. 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](http://www.nomispublications.com)**

**FUNERAL HOME & CEMETERY NEWS** Published monthly by

