

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

RATE CARD - EFFECTIVE JANUARY 2012

## 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	1,998	1,829	1,719	1,585
Magazine Page 5cx10	1,220	1,090	1019	948
Half Page 6cx8,3cx16	1,172	1,047	978	910
1/3 Page 6cx5 1/3, 4cx8, 2cx16	901	784	696	627
1/4 Page 6cx4, 4cx6, 3cx8, 2cx12	677	604	559	502
1/6 Page 4cx4, 3cx5 1/3, 2cx8	461	413	383	347
1/8 Page 6cx2, 4cx3, 3cx4, 2cx6	352	316	294	269
5" Ad 2cx5	300	272	256	233
1/16 Page 3cx2, 2cx3	180	163	154	140
2" Ad 2cx2	130	118	110	101

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

### COLOR INK CHARGES

	Add
1/3 Page or Larger.....	\$325
1/8 Page to 1/4 Page.....	\$175
Up to 5".....	\$75

### 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.....	\$ 50.00
3 Issues.....	\$125.00

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

Additional	Add Per Issue
Extra Words.....	\$ .30 each
Boxholder Reply.....	\$ 8.00 each
Ad Border.....	\$ 5.00 each
Color Background..... (includes border)	\$10.00 each

Photos	1 Issue	3 Issues
Online.....	\$20.00	\$35.00
Online and In Print.....	\$35.00	\$65.00

### 2" BOXED CLASSIFIED

(3/4" WIDTH x 2" HEIGHT)

1 Issue (Camera Ready).....	\$127.00
3 Issues (Camera Ready).....	\$348.00

Additional	Add Per Issue
Boxholder Reply.....	\$ 8.00
Color Background.....	\$35.00

### Additional Charges For Non-Camera Ready Copy

Photos Scan.....	\$15.00
Set-Up-Fee.....	\$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 camera ready copy.

### TOTAL CHARGES SHOWN

5".....	\$760.00	1".....	\$245.00
4".....	\$645.00	3/4".....	\$210.00
3".....	\$545.00	1/2".....	\$175.00
2".....	\$415.00		

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:** Files can be submitted via CD-Rom or E-mail in .pdf format. Avoid .jpg, .tif or other graphic files. Photos and grayscale graphics at 300 dpi. Black and White line art at 1200 dpi. PDF settings must be for "press". Leave color management policies to "color unchanged", embed all fonts and subset embedded fonts and uncheck "preserve editing capabilities" if applicable. Printer's marks and color bars are not necessary. Use process color (CMYK) settings only for color ads. No bleeds, no PMS color matches. Black and White ads in bitmap or grayscale, no color please. Excessive time to convert/format files by the graphic design department will be charged at a Non-commissionable rate. Call for additional information.

**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 camera 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 or Text file. Photos: .jpg file, resolution 300+ dpi.

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.

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Published monthly by  **NOMIS**  
PUBLICATIONS, INC.