

# MEDIA KIT



## FUNERAL HOME & CEMETERY *News*



FAMILY OWNED & OPERATED SINCE 1974 • [www.NomisPublications.com](http://www.NomisPublications.com) • 1-800-321-7479  
PREVIOUSLY PUBLISHED AS THE YB NEWS ... STILL THE PLACE FOR YOUR NEWS!



**Your Real Source**  
***Anywhere. Anytime.***



800.321.7479 • [www.nomispublications.com](http://www.nomispublications.com)

**Nomis Publications, Inc.** was incorporated in 1974 by Chester E. Simon. In 1992, the corporation was acquired by Lucille A. McGuire. Today the family owned business continues under the leadership of Peggy Rouzzo, Kim McGuire, and Cindy DelSignore.

The primary business of the corporation is the compilation and publication of trade directories and a monthly newspaper for the deathcare industry.

## ABOUT OUR PUBLICATIONS

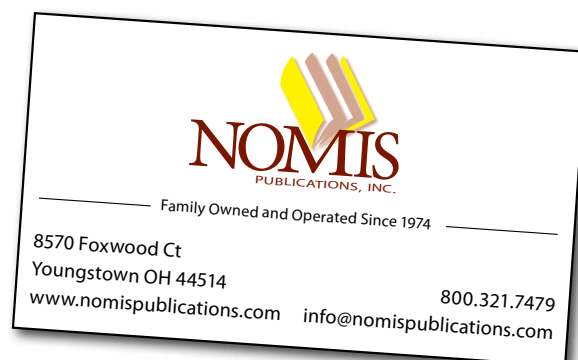
The **Funeral Home & Cemetery Directory** was first published as The National Yellow Book of Funeral Directors in 1974. The primary usage for this annual directory is to aid the funeral home when making arrangements for the shipment of human remains out of their local area.

The **Buyer's Guide** was introduced in 1988 as The Catalog of Funeral Home & Cemetery Supplies. This directory lists all supply and/or service companies to the industry by the product or service they have to offer the funeral director or cemeterian.

**Funeral Home & Cemetery News** was first published in 1979 as the YB News. This trade newspaper is a compilation of news articles and press releases provided by those in the funeral and cemetery industry. With a monthly circulation of over 15,000, Funeral Home & Cemetery News continues to be a forum to share firm accomplishments or community programs and exchange ideas.

Introduced in 1996, **www.nomispublications.com** features Online Directories including funeral homes, cemeteries, suppliers and much more. Online advertising is available including boxed banner ads, website banners and directory banners as well as Premium and Enhanced listings in the Online Directories to make your firm stand out above the rest. The entire monthly publication, Funeral Home & Cemetery News can also be viewed online.

The corporation also operates Boardman Printing. Complete printing services are available both locally and nationally.



**www.nomispublishations.com**

# Website options designed to help you reach funeral homes and cemeteries



**Simplified Navigation**

**Advanced Search Options**

**More Advertising Options**

**Premium Listings**

**Enhanced Listings**

**Banner Ads**

**UPGRADE  
YOUR LISTING WITH  
PROMO CODE  
UPGRADEME**

Your source for industry information on the web. Updated daily, the Online Directories offer immediate access to current listing information for funeral homes, cemeteries, trade service companies, daily newspapers, trade associations and so much more. The Online Buyer's Guide offers current contact information for industry suppliers. Read the Funeral Home & Cemetery News. Online Classified Ads are updated daily and feature Hearsehub.com and FuneralBusinessForSale.com for searching vehicles and funeral businesses for sale nationwide. If you can find it in our print publications you can find it on our website – plus so much more!

## **Your Real Source. *Anywhere. Anytime.***

**1-800-321-7479 • 8570 FOxwood Ct, Youngstown, Ohio 44514  
info@nomispublishations.com**



## BASIC LISTING

### N.P. Cremation & Burial Services

321 Listing St  
Your Town, AL 12345



Click here to view map

Services:

- Cremation Services/Societies

Phone: (999) 999-9999

Fax: (999) 999-9990

**All firms receive a Basic Listing at no charge**

## ENHANCED LISTING

### Nomis Publications Inc.

8570 Foxwood Ct  
Youngstown, OH 44514



Click here to view map

Phone: (330) 965-2380

Toll Free: (800) 321-7479



<http://www.nomispublications.com>  
Lic #0000

Enhanced

Enhanced Listings appear above Basic Listings in the search results and include your Basic Listing information, plus state mandated advertising requirements such as license number, etc., within a highlighted box.

**Monthly \$9.99**

**Annually \$100.00**

Use Promo Code **UPGRADEME**  
to save 50% for a limited time

## PREMIUM LISTING

### Nomis Publications Inc.

8570 Foxwood Ct  
Youngstown, OH 44514



Click here to view map

Phone: (330) 965-2380

Toll Free: (800) 321-7479



<http://www.nomispublications.com>

Premium



**Your Real Source Anywhere. Anytime.**

Premium Listings appear above Enhanced and Basic Listings in the search results. Premium Listings include your Enhanced Listing plus an image area. The image area can include additional address or phone information, your email address, a photo of your firm or your logo. Include state mandated advertising requirements such as license number, etc. Highlight the trade services you offer - including pricing. Premium Listings offer the ability to target up to 3 additional cities at no extra charge so your Premium Listing also appears in the search results for all of the areas you serve.

**Monthly \$29.99**

**Annually \$335.00**

Image Area 958 x 125 pixels, 72 dpi .jpg .gif .png

## WEBSITE AD BANNERS



Offering generalized exposure, Website Ad Banners rotate on the top and bottom of most pages throughout the website.

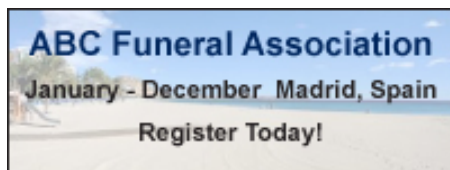
**Quarterly \$300      Semi-Annually \$450      Annually \$750**

Image Area 468 x 60 pixels, 72 dpi .jpg .gif .png

Use Promo Code  
**UPGRADEME**  
to Save 50%  
for a limited time

## BOXED BANNER ADS

Use the power of advertising to promote your product or service. Your boxed ad will rotate to the right hand side of most pages and will also appear any time your listing is accessed within the Online Directories.



**Small**  
**\$150 Annually**

200 x 75 pixels

**Medium**  
**\$250 Annually**

200 x 150 pixels

**Large**  
**\$350 Annually**

200 x 300 pixels

72 dpi .jpg .gif .png

## ONLINE DIRECTORY AD BANNERS

Online Directory Ad Banners rotate at the top of the search result pages of the Online Directories.



**\$1000 Annually**

350 x 125 pixels

72 dpi .jpg .gif .png

## DISPLAY ADVERTISING

Reach over 14,000 funeral homes.

## PRESS RELEASES

All of the articles appearing in Funeral Home & Cemetery News are provided from throughout the funeral/cemetery industry. Funeral homes, cemeteries, schools, associations and supply companies are welcome to send news for publication. These press releases which can include photos are run free of charge.

## TIP-IN (INSERT) SERVICE

The Funeral Home and Cemetery News (Insert) Service allows you to send your literature or brochure to virtually every funeral home in any or all states for less money inside the Funeral Home and Cemetery News.

## CLASSIFIED ADVERTISING

From the selling of a funeral or cemetery business, recruiting help, to the sale of miscellaneous products, Funeral Home & Cemetery News classified advertising can help you! Classified Ads also appear online at [www.nomispublications.com](http://www.nomispublications.com)

## SHIPPING DIRECTORY

Small space advertising for firms offering trade services within the funeral industry.

## SUBSCRIPTION

1 year (12 issues) \$35.00 – 1st Class Subscription \$60.00 – Canada/Mexico \$75.00  
Outside North America \$100.00



# FUNERAL HOME & CEMETERY

# News



FAMILY OWNED & OPERATED SINCE 1974 • [www.NomisPublications.com](http://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](http://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](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 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](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 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](http://www.nomispublications.com)**



# FRONT PAGE AD SPACE



**Maximum Exposure!**  
The Front Page Ad appears on the lower right hand corner of the FHCNews front page, both in print and online.

Front Page ad space includes the Premier Banner Ad on the main homepage and FHCNews homepage at [www.nomispublications.com](http://www.nomispublications.com), plus the Lead Banner Ad in the FHCNews E-Newsletter.

## E-NEWSLETTER BANNER ADS



Over 6,000 sent the first of the month highlighting current articles with links to the FHCNews Online.

**SPACE IS LIMITED**

Call 1-800-321-7479 or Email [peggy@nomispublications.com](mailto:peggy@nomispublications.com)

# FUNERAL HOME & CEMETERY NEWS

## ADVERTISING

### Insertion Order Form



Published by  
**8570 Foxwood Ct**  
**Youngstown OH 44514**

**1-800-321-7479**

**www.nomispublications.com**

☐ **BILL ADVERTISER**

☐ **BILL AGENCY**

**ADVERTISER** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail \_\_\_\_\_

☐ Add to Monthly E-mail Notification List

Contact Person \_\_\_\_\_

**AD AGENCY** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail \_\_\_\_\_

☐ Add to Monthly E-mail Notification List

Contact Person \_\_\_\_\_

#### DATES OF PRINT INSERTION

	YEAR	AD SIZE	AD COST
<input type="checkbox"/> January	_____	_____	_____
<input type="checkbox"/> February	_____	_____	_____
<input type="checkbox"/> March	_____	_____	_____
<input type="checkbox"/> April	_____	_____	_____
<input type="checkbox"/> May	_____	_____	_____
<input type="checkbox"/> June	_____	_____	_____
<input type="checkbox"/> July	_____	_____	_____
<input type="checkbox"/> August	_____	_____	_____
<input type="checkbox"/> September	_____	_____	_____
<input type="checkbox"/> October	_____	_____	_____
<input type="checkbox"/> November	_____	_____	_____
<input type="checkbox"/> December	_____	_____	_____

#### ONLINE ADVERTISING OPTIONS WITH PRINT INSERTION

##### Website Ad Banner

☐ 3 Months \$150.00    ☐ 6 Months \$225.00    ☐ 12 Months \$375.00

##### Boxed Banner Ad - 12 Months

☐ Small \$75.00    ☐ Medium \$125.00    ☐ Large \$175.00

##### FHC E-Newsletter Banner Ad

☐ Jan    ☐ Apr    ☐ Jul    ☐ Oct  
☐ Feb    ☐ May    ☐ Aug    ☐ Nov  
☐ Mar    ☐ Jun    ☐ Sep    ☐ Dec

**\$250.00 Per Issue**

**SPECIAL INSTRUCTIONS:** \_\_\_\_\_

(i.e. ink color preferred, placement preferred, artwork to be sent, ad setup needs done, etc.)

Authorization is given to run advertising as shown above. I understand this schedule will be followed, using the last available advertising copy, unless Funeral Home & Cemetery News is instructed otherwise by the 5th of the previous month of scheduled insert.

**SIGNATURE** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**DEADLINE FOR INSERTION:** 5th of the previous month    **ARTWORK DEADLINE:** 10th of the previous month

# FUNERAL HOME & CEMETERY *News*



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PREVIOUSLY PUBLISHED AS THE YB NEWS ... STILL THE PLACE FOR YOUR NEWS!



## - PRESS RELEASES -

### Funeral Homes, Cemeteries, Suppliers, Associations and Colleges **FUNERAL HOME & CEMETERY NEWS** is The Place for Your News!

#### Press Release Guidelines

Just as you enjoy reading articles submitted by friends and acquaintances, so do others in the industry.

#### What to Submit

Firm or Staff Accomplishments  
Staff Hirings/Promotions

New or Unique Programs/Services  
Mortuary School Programs/Student News  
Introduction of New Products or Services

Association Meetings/Programs  
Community Programs

#### DEADLINE FOR PUBLICATION IS THE 5TH OF THE PREVIOUS MONTH

Press releases are free of charge. Press release content should be directly related to the trade.

Photos are welcome. Original photographs (color or black & white) are returned upon request only.

Suppliers' News press releases are to be informational to the product or service offered. They cannot appear as an advertisement, i.e. no special deals, pricing, slogans, etc. Maximum length of a press release is 500 words.

**SEND PRESS RELEASES TO:**  
**[press\\_releases@nomispublications.com](mailto:press_releases@nomispublications.com)**

**Microsoft Word document attachment or text within e-mail.**  
**Photos should be submitted in .jpg format - resolution 300 dpi or higher.**

The content 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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## - SUBSCRIBE -

### Students - Sales Reps - Retirees - Branch Locations

The Funeral Home & Cemetery News is sent free of charge to over 15,000 industry firms each month.  
For firms not qualifying for a free subscription the rate is only \$35.00 for 12 issue sent via standard mail.  
For faster delivery First Class subscriptions are available for \$60.00.

For more information call 1-800-321-7479  
or visit our website at [www.nomispublications.com](http://www.nomispublications.com)

**LOOKING TO...** *Purchase a Business? Find a Position? Recruit Help?*  
**SELLING A...** *Funeral Industry Business? Hearse? Limousine?*  
**INTERESTED IN...** *Equipment? Vehicle Parts? Funeral Antiques?*

## FUNERAL HOME & CEMETERY NEWS

# Classified **ADS** Online



To place your ad in the **Funeral Home & Cemetery News**, complete the form below. Rates shown are for ads containing **50 words or less**. For larger ads write, call or email to receive quote. **Deadline is the 5th of the previous month of publication**. All ads will also appear in the Classified Ads Online, including email or website links if applicable. Online advertising will appear on our website at [www.nomispublications.com](http://www.nomispublications.com) within five working days from receipt of the ad and payment. Sorry, no refunds are given for ads cancelled after appearing online.

**1 ISSUE \$65.00** .....  
 Photo Online and In Print *add* 40.00 .....  
 Photo Online Only *add* \$25.00 .....  
 Print Ad Border *add* \$10.00 .....  
 Print Color Background (includes border) *add* \$15.00 ..  
 Blind Box Reply Number *add* \$10.00 .....  
 TOTAL .....

**3 ISSUES \$165.00** .....  
 Photo Online and In Print *add* \$100.00 .....  
 Photo Online Only *add* \$50.00 .....  
 Print Ad Border *add* \$30.00 .....  
 Print Color Background (includes border) *add* \$45.00 ...  
 Blind Box Reply Number *add* \$30.00 .....  
 TOTAL .....

**CHOOSE CATEGORY:** ☐ ANTIQUE CARS/EQUIPMENT ☐ BUSINESS EQUIPMENT ☐ BUSINESS OPPORTUNITIES ☐ CONSULTATION SERVICES ☐ FUNL BUSINESS WANTED ☐ HEARSE/LIMOUSINE PARTS ☐ HEARSES/LIMOUSINES ☐ HELP WANTED ☐ MISCELLANEOUS ☐ POSITION WANTED ☐ WANTED TO BUY

**Includes FREE Listing on**  
[FUNERALBUSINESSFORSALE.COM](http://FUNERALBUSINESSFORSALE.COM)  
☐ FUNL BUSINESS FOR SALE

**Includes FREE Listing on**  
[hearsehub.com](http://hearsehub.com)

**ORDER ONLINE and SAVE 20%**  
**Enter Promo Code NOMIS25**

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_  
☐ M/C ☐ Visa ☐ AmEx ☐ Discover ☐ Check  
 Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ CID (3 or 4 digit code) \_\_\_\_\_  
 Signature \_\_\_\_\_  
 REQUIRED ON ALL ORDERS

If a photo option has been chosen, please  
 send photos to [julie@nomispublications.com](mailto:julie@nomispublications.com).  
 Call for assistance or more information.

**AD COPY:**

Optional Email Link: \_\_\_\_\_  
 Optional Website Link: \_\_\_\_\_

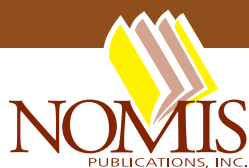
RETURN TO: **Nomis Publications, Inc., 8570 Foxwood Ct, Youngstown, Ohio 44514**  
 CALL **800.321.7479** • EMAIL [julie@nomispublications.com](mailto:julie@nomispublications.com)

**Order Online at [www.NomisPublications.com](http://www.NomisPublications.com)**



# SAVE ON DIRECT MAILINGS!

## *Insert Your Brochure or Flyer*



FUNERAL HOME & CEMETERY

*News*

Family Owned and  
Operated Since 1974

Previously Published as the YB News • Still the Place for Your News!

**Reach more than 14,000 Funeral Homes.**

*Use Our Tip-In Insert Service*

- A cost effective alternative to direct mail
- **STAYING POWER:** Your flyer or brochure is easy and convenient to hold on to!
- Potential business now **AND** in the future!

Target states for conventions • Offer specials to market areas

### TIP-IN RATES

NUMBER OF FIRMS

up to 5,000 ..... 50¢ each

up to 10,000 ..... 45¢ each

NUMBER OF FIRMS

up to 15,000 ..... 40¢ each

15,000+ ..... 35¢ each

**DEADLINE: 5th of the Previous Month**

Insert no larger than 8 1/2" x 11" after folding • 200 piece minimum  
Individual states must be done in entirety • Pre-payment required

*Call 1-800-321-7479 for State Counts*



**SAVE TIME AND SHIPPING CHARGES**

**Have your flyer or brochure printed  
at *discounted* rates.**

*Call for price quotes TODAY!*

# **SPECIFICATIONS FOR FUNERAL HOME & CEMETERY NEWS TIP-IN SERVICE**

## **DEADLINE**

Order/Payment/10 Samples by the **5th of the previous month**. Inserts must arrive by the **10th of the previous month**. (*Orders placed through Boardman Printing are automatically delivered to us.*)

## **PAPER**

### **Size:**

No larger than 8 1/2" x 11" after folding. Weight no more than one ounce.

### **Paper Weight Limitations:**

Two 11" x 17" Sheets Bond - up to 60#

One 11" x 17" Sheet Gloss Text or Cover - up to 80#

One 11" x 17" Sheet Index or Card Stock - up to 110#

Additional sheets are available at an insert charge of 15¢ per sheet

## **ORDER BY CLASSIFICATION AND STATE**

### **Classifications:**

- Funeral Homes (Includes Trade Service Companies)
- Industry Supply/Service Companies - (Entire United States)

### **State:**

- Order any state you choose. All states must be done in their entirety.
- Individual state counts are available by phone, fax or e-mail. The count quoted for each state may vary by up to 10 firms due to daily updating of the Funeral Home & Cemetery Directory

## **PAYMENT**

All tip-ins are to be **PREPAID**. An invoice will be sent immediately after receiving order either verbally or in writing. This invoice is "**DUE UPON RECEIPT**". MasterCard/Visa/American Express and Discover Accepted.

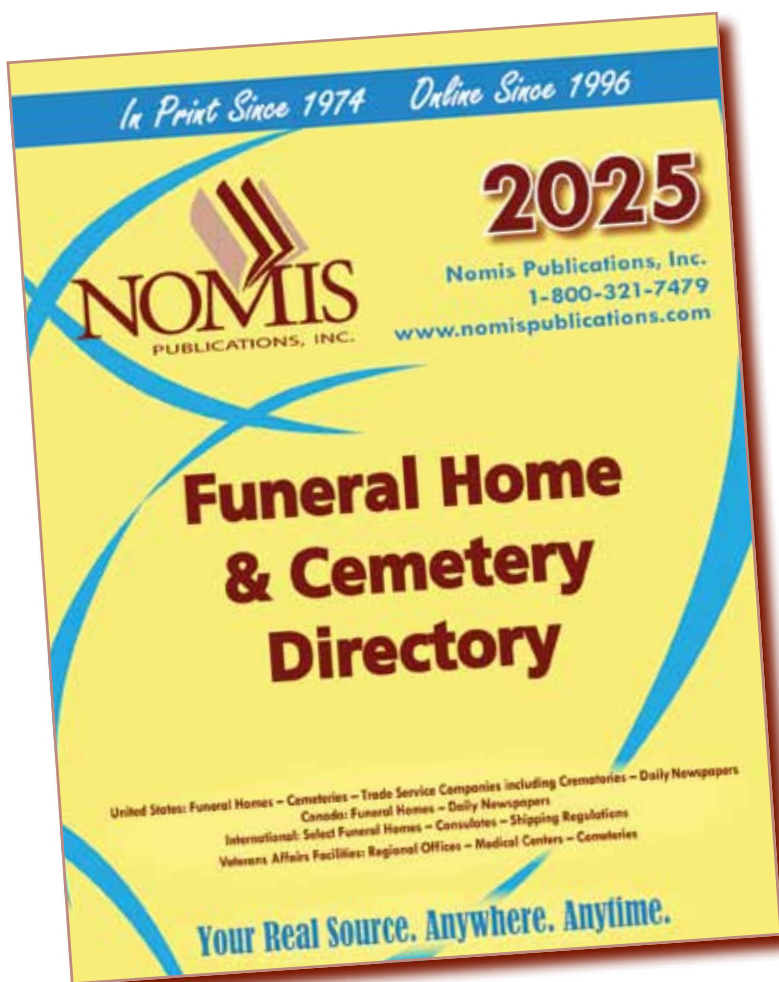
***For a price quote on having your Tip-In printed by Boardman Printing, simply call 1-800-321-7479 and ask for THE PRINT SHOP. Orders placed through Boardman Printing must be paid in full before the literature can be released to the Funeral Home & Cemetery News for inserting.***



**FUNERAL HOME & CEMETERY NEWS**  
8570 Foxwood Court • Youngstown OH 44514



# Funeral Home and Cemetery Directory



The Funeral Home and Cemetery Directory contains complete listings for Funeral Homes throughout the United States.

Also contained in the Funeral Home and Cemetery Directory are:  
U.S. Cemeteries; Populations; State Boards;  
Air Shipping Points;  
Where to Get Certified Certificates;  
Canadian Funeral Homes and Daily Papers;  
International Funeral Homes;  
Consulates and Shipping Regulations;  
Trade Service Companies; Veterans Affairs Facilities;  
and U.S. Daily Papers, which include  
websites and email addresses.

Listings of funeral homes and cemeteries are also available through the online directories at [www.nomispublishings.com](http://www.nomispublishings.com)



## Funeral Home and Cemetery Directory

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### FREE LISTINGS

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#### ***Listings Include:***

Company Name – Physical Address – City – State – Zip – Phone – Toll Free

#### ***Funeral Homes & Cemeteries***

Receive one FREE listing per physical location. These listings are placed within the city and state where physically located. Listings appear alphabetically by state, city and then firm name.

#### ***Trade Services***

Receive one FREE listing under the category that pertains to the services offered. Listings appear alphabetically by category and then firm name.

#### **TRADE SERVICES INCLUDE:**

Autopsy/Pathology Services • Burials at Sea • Cremated Remains Scattering Services • Crematories  
Cremation Services/Societies • Cryonic Suspension • DNA Retrieval • Mummifying Services • Organ/Tissue Procurement  
Shipping/Embalming Services\* • Transportation of Human Remains • Trauma Clean-Up

\*Paid Listings Only

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### ADVERTISING

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Advertising rates, placement options and contracts can be found  
at [www.nomispublications.com](http://www.nomispublications.com)  
by emailing [kim@nomispublications.com](mailto:kim@nomispublications.com) or by calling 1-800-321-7479

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# NOMIS

PUBLICATIONS, INC.

## Buyer's Guide



The Buyer's Guide lists supply and/or service companies by the product or service they have to offer the funeral director or cemeteries. The Pet Loss Services section includes listings for pet funeral homes, crematories and supply companies.

All industry service/supply firms receive up to 5 free listings in The Buyer's Guide. Also included are listings of U.S. Daily Newspapers, Educational Services and Trade Associations.

The Buyer's Guide is mailed annually along with the Funeral Home & Cemetery Directory and is available at no charge to cemeteries by request. Circulation is over 15,000.

Listings are also available through the online directories at [www.nomispublications.com](http://www.nomispublications.com)

# ADVERTISING PLACEMENT

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## BUYER'S GUIDE

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### ***Front Cover Photos***

A limited number of space for full color photos is available on the front cover of the Buyer's Guide.

### ***Full Color Advertising***

Full Page and Half Page ads placed in the beginning pages of the Buyer's Guide are available in full color.

### ***Large Space Advertising***

1/4, 1/2 and Full Page ads may be placed within the beginning pages of the Buyer's Guide for an additional charge. Companies covering a wide variety of items or services should advertise in these pages.

### ***Product/Service Category Advertising***

Any size advertisement may appear directly under the Product/Service Category Heading of your choice.

Extra Ads (see below) may be purchased for advertising under more than one heading.

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## FUNERAL HOME AND CEMETERY DIRECTORY

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### ***Full Color Advertising***

Full Page and Half Page ads placed in the beginning pages of the Funeral Home & Cemetery Directory are available in full color.

### ***Large Space Advertising***

1/4, 1/2 and Full Page ads may be placed within the beginning pages of the Funeral Home & Cemetery Directory for an additional charge. This is an excellent form of name recognition or public relations advertising.

### ***City/State Advertising***

Advertising of any size may appear within the city/state listings of funeral homes or cemeteries. Advertisements are placed alphabetically whenever possible. Specific Placement (i.e.: Beginning of city, top of page, etc.) is reserved on a first come first serve basis for an additional charge. Extra Ads (see below) may be purchased for advertising within more than one city/state.

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### ***"Extra Ads"***

The largest ad placed is a "Main Ad", which is full price. Any additional ad(s) placed are "Extra Ads" available at a discounted price. If an ad is placed in the Buyer's Guide any Directory ads will be charged at the "Extra Ad" rates. Likewise, once an ad is placed in the Directory any advertising in the Buyer's Guide will be charged at the "Extra Ad" rate.

# PRODUCT/SERVICE LISTINGS

Any Supply/Service firm dealing with the Funeral or Cemetery Industry can receive up to five Free Listings in the Buyer's Guide in print AND Online.

## PRODUCT/SERVICE HEADINGS

ACCOUNTING/BOOKKEEPING SYSTEMS  
ACKNOWLEDGMENT CARDS  
ACQUISITION/MERGER, CORPORATE FIRMS  
ACQUISITION/MERGER, SERVICES/ADVISORS  
ADVERTISING SPECIALTIES  
ADVERTISING/MARKETING SERVICES  
AFTERCARE SERVICES  
AIR PURIFIERS  
AIR TRAYS  
ALKALINE HYDROLYSIS EQUIPMENT  
ANNOUNCEMENT BOARDS  
ANTIQUE FUNERAL EQUIPMENT  
AUTOMOBILE CONVERSION EQUIPMENT/  
HARDWARE  
AUTOMOBILE LIVERY/RENTAL  
AUTOMOBILE REPAIR  
AUTOMOBILE SIGNS  
AUTOMOBILES (Hearses, Limos, Conversions,  
Flower Cars)  
BELLS/CARILLONS/TOWERS  
BIBLES/CRUCIFIXES/ROSARIES  
BIODEGRADABLE CASKETS/CREMATION  
URNs  
BODY BAGS  
BODY LIFTS  
BODY POSITIONERS  
BRONZE MEMORIALS  
BRONZE REFINISHING  
BURIAL CONTAINERS  
BURIAL GARMENTS, INFANT  
BURIAL GARMENTS/PLASTICS/SHROUDS  
BURIAL PROPERTY RESALE  
BURIAL SHOES  
BUSINESS BROKERS  
BUSINESS EQUIPMENT CONSIGNEES/LIQUIDATORS  
BUSINESS EVALUATIONS  
BUYING COOPERATIVES  
CAISSONS/BURIAL WAGONS  
CALENDARS  
CANDLES/CANDLESTICKS  
CARPETING  
CASKET ACCESSORIES  
CASKET BIERs  
CASKET BIERs, INFANT  
CASKET CARRIAGES  
CASKET DISPLAY RACK/TRUCK/BIER REPAIR  
CASKET DISPLAY RACKS/TRUCKS  
CASKET HARDWARE/PAINT  
CASKET INTERIOR PRODUCTS  
CASKET LIFT REPAIR  
CASKET LIFTS  
CASKET LOWERING DEVICE REPAIR  
CASKET LOWERING DEVICES  
CASKET PLACER/PLACER DRAPES  
CASKET RACKS, STORAGE  
CASKET SHELLS/STAMPINGS  
CASKETS  
CASKETS, INFANT  
CEMETERY DESIGN/MAPPING  
CEMETERY ENTRANCES  
CEMETERY EQUIPMENT  
CEMETERY LIGHTS  
CEMETERY MACHINERY  
CEMETERY PLOT MARKERS/FLAGS  
CEMETERY SUPPLIES  
CEMETERY VASES  
CHAIRS  
CHAPEL FURNITURE/EQUIPMENT  
CLEANING AGENTS/JANITORIAL SUPPLIES  
CLOTHES/HAT RACKS  
COLLECTION AGENCIES  
COLUMBARIUMS  
COMBINATION CASKET/VAULT  
COMBINATION CASKET/VAULT, INFANT  
COMPUTER SOFTWARE/APPS  
CONSULTANTS  
CONTINUING EDUCATION SEMINARS  
CONTRIBUTION BOXES  
CORRESPONDENCE COURSES  
COSMETICS  
CREMAINS PROCESSORS  
CREMATION ALTAR  
CREMATION BAGS  
CREMATION CHAMBERS  
CREMATION CONTAINERS  
CREMATION CONTAINERS  
CREMATION CONTAINERS, INFANT  
CREMATION EQUIPMENT  
CREMATION EQUIPMENT REPAIR  
CREMATION NICHEs  
CREMATION ROLLERS  
CREMATION TABLES  
CREMATION TAGS/TRACKING  
CREMATION TRAY LINERS  
CREMATION TRAYS  
CREMATION URN DISPLAY RACKS/CARRIERS

CREMATION URN MARKERS  
CREMATION URN WRAPS/BAGS/COVERS  
CREMATION URNS  
CREMATION URNS, INFANT  
CREMATION VAULTS  
CREMATORY SUPPLIES  
DEATH CERTIFICATE MANAGEMENT  
DEATH CERTIFICATE RETRIEVAL  
DESK & DOOR SIGNS  
DEVOTIONAL EQUIPMENT  
DIRECTORY STANDS (FLOOR/WALL/ELECTRONIC)  
DISINTERMENT/GRAVE RELOCATION SERVICE  
DOVE CEREMONIES/PROGRAMS  
EMBALMING CHEMICALS  
EMBALMING INSTRUMENTS  
EMBALMING MACHINE REPAIR  
EMBALMING MACHINES  
EMBALMING SUPPLIES  
EMBALMING TABLE REPAIR  
EMBALMING TABLES  
EMPLOYMENT/STAFFING SERVICES  
ENGRAVING  
ESTATE APPRAISAL/LIQUIDATING  
ESTATE PLANNING  
EVENT PLANNING  
FACTORING  
FILING/STORAGE/ARCHIVING SYSTEMS  
FINANCIAL SERVICES  
FIRST CALL MATS  
FIXTURES/FURNISHINGS  
FLAGS-AMERICAN (Cases, Manufacturers, Poles)  
FLOOR MATTING/ENTRANCE MATS  
FLORAL RACKS & STANDS  
FLORAL RECORDS  
FLORAL SERVICES  
FLORAL SUPPLIES/CEMETERY WREATHS  
FLORISTS  
FLOWER TRAYS  
FOOD SERVICE PROVIDERS  
FOUNTAINS/LAKE AERATORS  
FRANCHISING  
FUNERAL ESCORT (Motorcycle/Motorcade)  
FUNERAL FLAGS  
FUNERAL HOME ARCHITECTS  
FUNERAL HOME INTERIOR DESIGN  
FUNERAL HOME PLANNING/DESIGN/CONTRACTORS  
FUNERAL PERSONNEL SUITS/UNIFORMS  
FUNERAL RECORD BOOKS  
FUNERAL SUPPLIES (GENERAL)  
FUNERAL WINDSHIELD STICKERS  
GIFTS FOR FUNERAL DIRECTORS  
GLOVES (Disposable, Medical, Pallbearers)  
GRAVE MARKERS  
GRAVE MARKERS, POLISHING  
GRAVE MARKERS, PRE-CUT STENCIL DESIGN  
GREEN FUNERAL PRODUCTS  
HEAD/ARM RESTS  
HEARSE DRAPES/CURTAINS  
HEATING/AIR CONDITIONING, PORTABLE  
HOISTS/LIFTS/ELEVATORS  
INFECTION CONTROL PRODUCTS  
INSTRUMENT STERILIZERS  
INSURANCE/INVESTMENTS  
INTERNET SERVICES  
INVESTIGATIONS/INQUEST  
JEWELRY BAGS  
KIOSKS  
LAMINATING SUPPLIES  
LAMINATIONS  
LANDSCAPING/GROUNDS MAINTENANCE  
LAWN/TURF MAINTENANCE EQUIPMENT  
LEASING SERVICES (Auto, Equipment, Etc.)  
LECTERNS/REGISTRIES  
LEGAL ASSISTANCE  
LIFTS, CASKET (HYDRAULIC)  
LIGHTS/LIGHT BULBS  
LITERATURE RACKS  
LITTER RECEPTACLES  
MAILING LISTS/SERVICES  
MANAGERIAL SERVICES  
MARKET RESEARCH/SURVEYS  
MAUSOLEUM BUILDERS  
MAUSOLEUM DESIGN  
MAUSOLEUM SUPPLIES  
MAUSOLEUM TRAYS  
MEDICAL SUPPLIES  
MEMORIAL BOOKS/CARDS/SERVICE FOLDERS  
MEMORIAL JEWELRY  
MEMORIAL KEEPSAKES  
MEMORIAL PHOTOGRAPHS/PHOTO RESTORATION  
MEMORIAL PICTURE FRAMES  
MEMORIAL PORTRAITS/PLAQUES/DISPLAY CASES  
MEMORIAL TABLETS  
MEMORIAL TREES/SOIL  
MEMORIAL/MEMORY BOARDS

METAL RECYCLING (Implant, Filling, Pacemaker)  
MICROPHONES, WIRELESS  
MONOGRAMS  
MONUMENT/STATUARY RESTORATION  
MONUMENTS  
MOSAICS  
MOTORCYCLE HEARSEs  
MUSEUMS  
MUSIC RECORDINGS  
MUSIC SYSTEMS  
NAME PLATES  
NECKTIES  
OBITUARY/EULOGY SERVICES  
ODOR CONTROL  
OFFICE EQUIPMENT  
ON-LINE MEMORIALS  
ON-LINE MESSAGE BOARDS/CHAT ROOMS  
OSHA COMPLIANCE (Consultants/Equipment)  
PAYROLL SERVICES  
PEWS  
PHOTOENGRAVING  
PRAYER CARDS  
PRE-NEED SERVICES  
PREPARATION ROOM DESIGN/CONSULTATION  
PRINTING  
PRINTING FOIL  
PRINTING MACHINES  
PROMOTIONAL PRODUCTS  
PUBLIC ADDRESS SYSTEMS  
PUBLIC RELATIONS  
PUBLICATIONS, GRIEF  
PUBLICATIONS, TRADE  
REAL ESTATE SALES  
REFRIGERATION UNITS  
REGISTER BOOKS  
REGISTER BOOKS, INFANT  
REGISTER STANDS  
ROOM DIVIDERS/PARTITIONS  
RUBBER PRODUCTS  
SAFETY CLOTHING/EQUIPMENT  
SEMINARS/LECTURERS  
SHIPPING CASES, METAL  
SIGNS (INDOOR)  
SIGNS (OUTDOOR)  
SIRENS  
SNOW REMOVAL EQUIPMENT  
STAINED/LEADED GLASS  
STATUARY/BENCHES  
STORAGE RACKS (CASKET & BODY)  
STRETCHER/COT COVERS  
STRETCHER/COT REPAIR  
STRETCHERS/COTS  
SUCCESSION PLANNING  
SUNDRIES  
TELEPHONE ANSWERING EQUIPMENT  
TELEPHONE ANSWERING SERVICES  
TELEPHONE, MESSAGES ON HOLD  
TENTS & ACCESSORIES  
TRAFFIC CONTROL SIGNS  
TRAINING SERVICES, EMPLOYEE  
TWO-WAY RADIO COMMUNICATIONS  
TYPEWRITER SUPPLIES  
UMBRELLAS  
UNIFORMS  
VACUUM CLEANERS  
VAULT CONCRETE EQUIPMENT  
VAULT DOLLIES  
VAULT FORMS  
VAULT LOWERING DEVICES  
VAULT PAINTS  
VAULT SEALANTS  
VAULT SUPPLIES  
VAULTS  
VEILS/BLANKETS  
VENTILATION  
VIDEO MEMORIALS  
WASTE/BIOHAZARD RECEPTACLES  
WATERFALLS/WETWALLS  
WEBCASTING/LIVE STREAMING  
WEBSITE/APP DESIGN & DEVELOPMENT  
WILDLIFE/PEST CONTROL SERVICES  
WITNESSES, EXPERT  
WROUGHT IRON CARRIERS/RACKS/STANDS

## PET SUPPLY COMPANIES

AFTERCARE  
CASKETS  
COMPUTER SOFTWARE/APPS  
CONSULTANTS/MARKETING  
CREMATION BAGS  
CREMATION CONTAINERS  
CREMATION EQUIPMENT  
CREMATION URNS  
GRAVE MARKERS  
GRIEF SUPPORT  
MEMORIAL KEEPSAKES  
PRE-NEED SERVICES



# BUYER'S GUIDE RATES

## LARGE SPACE ADVERTISING BUYER'S GUIDE

Beginning Pages - Full Color	Beginning Pages - B/W
Front Cover Photo ..... \$ 607.00	Full Page ..... \$1252.00
Full Page-Full Color ..... \$2450.00	Half Page ..... \$ 815.00
Half Page-Full Color ..... \$1826.00	Quarter Page ..... \$ 506.00

## FUNERAL HOME & CEMETERY DIRECTORY

Full Page - Full Color.....	\$2720.00
Half Page - Full Color.....	\$2089.00
Full Page - Beginning Pages - B/W.....	\$1230.00
Half Page - Beginning Pages - B/W.....	\$ 802.00
Quarter Page - Beginning Pages - B/W.....	\$ 499.00

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 .....	\$1214
Half Page.....	\$740
1/3 Page.....	\$485
1/4 Page.....	\$407
1/5 Page.....	\$337
1/8 Page.....	\$304
2" Ad .....	\$304
1" Ad .....	\$234
Bold Listing.....	\$185
Specific placement add \$75.00	

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

### EXTRA ADS

Full Page .....	\$794
Half Page.....	\$483
1/3 Page.....	\$314
1/4 Page.....	\$266
1/5 Page.....	\$223
1/8 Page.....	\$198
2" Ad .....	\$198
1" Ad .....	\$151
Bold Listing.....	\$123
Specific placement add \$60.00 ea.	

## PRODUCT/SERVICE CATEGORY LISTINGS

In the Buyer's Guide	
Up to 5 .....	Free
Next 25 .....	\$10.00 each
Call for discounts if placing over 25 listings.	

## FREE TO ALL ADVERTISERS

Buyer's Guide  
Funeral Home & Cemetery Directory - Pocket Size  
Link to Digital Directory

## PAYMENT TERMS

Payment due within 30 days of order. All advertising must be paid in full prior to May 15, 2025.

## 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" 1 Column Width 3 1/2"

	Height		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"
Quarter Page Horizontal.....	8"x2 5/8"
Half Page Vertical.....	3 7/8"x10 1/2"
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"x10 1/2"	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"x10 1/2", Trim 8 1/2"x11" bleed allowed
Half Page Horizontal .....	8"x5 1/8" no bleed allowed
Half Page Vertical.....	3 7/8"x10 1/2" 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"x10 1/2", Trim 8 1/2"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 timesteps 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, 2025**  
**PUBLICATION - OCTOBER 2025**

Nomis Publications Buyer's Guide • 8570 Foxwood Ct. • Youngstown, Ohio 44514  
1-800-321-7479 • [www.nomispublications.com](http://www.nomispublications.com)





# 2026 ADVERTISING CONTRACT

## Buyer's Guide

Firm Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Physical Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Toll Free \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Contact \_\_\_\_\_

Nomis Publications, Inc. • 8570 Foxwood Ct. • Youngstown, OH 44514 • 800-321-7479  
kim@nomispublishations.com • www.nomispublishations.com

Main Ad  
Size \_\_\_\_\_ Placement \_\_\_\_\_ \$ \_\_\_\_\_  
(Refer to Included Buyer's Guide Rate Chart)

Extra Ad(s)  
Size \_\_\_\_\_ Placement \_\_\_\_\_ \$ \_\_\_\_\_

Size \_\_\_\_\_ Placement \_\_\_\_\_ \$ \_\_\_\_\_

Size \_\_\_\_\_ Placement \_\_\_\_\_ \$ \_\_\_\_\_

Advertising Total \$ \_\_\_\_\_

Listing Total if Applicable \$ \_\_\_\_\_  
(see gray box to right)

Grand Total \$ \_\_\_\_\_

### FREE PRODUCT/SERVICE LISTINGS

All Industry Supply/Service companies receive up to 5 free listings  
in the categories that best describe the product or service offered.  
(Refer to Product/Service Listings Page)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

(attach additional sheet if needed)

First 5 Listings..... Free  
\_\_\_\_\_ @ \$10.00 each ..... \$ \_\_\_\_\_

Call for discounts if placing over 25 additional listings.

**Deadline May 15, 2025**  
**Publication October 2025**

### AD PLACEMENT POLICY

The largest ad placed is considered the main ad. Any additional ad(s) placed are "Extra Ads." This additional advertising is available at a discounted price. If an ad is placed in the Buyer's Guide any ad placed in the Funeral Home & Cemetery Directory will be charged at the "extra ad" rate. Likewise, once an ad is placed in the Funeral Home & Cemetery Directory any advertising in the Buyer's Guide will be charged at the "extra ad" rate. Any size black and white advertisement can be placed within the text copy of either directory. In the Buyer's Guide you choose the Product/Service category best suiting your product or service. In the Funeral Home & Cemetery Directory you may choose any city or state to have your advertising appear. **Specific placement of advertising is reserved on a first-come, first-serve basis (i.e. 1st ad in category or city; beginning page of state; right hand page, etc.) for an additional charge. PLEASE CALL FOR AVAILABILITY.**

### PAYMENT INFORMATION

☐ Check Enclosed ☐ MasterCard ☐ Discover ☐ Visa ☐ American Express

Acct. # \_\_\_\_\_ Exp. \_\_\_\_\_ CID (3 or 4 digit code) \_\_\_\_\_

Cardholder \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

(required on all orders)

**AUTHORIZATION:** The enclosed payment is authorization to place the ad copy attached in the 2026 edition of the Nomis Publications Buyer's Guide. Advertisers receive a copy of the Pocket Size Funeral Home & Cemetery Directory & the Buyer's Guide as well as a link to the FHCD Digital Directory. Publication date October 2025. The advertiser submits the copy to publication and warrants that he/she is authorized to sign by the advertiser; that he/she has verified 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 Product/Service Category Heading of choice. Ad placement is not guaranteed. Where possible advertisements run under the specified heading in alphabetical order by advertiser name. The publisher reserves the right to refuse any ad that is in poor taste or in any way degrading to the funeral industry. Graphic design of ads, with the exception of full color is available FREE of charge. A 15% Agency commission is allowed only to recognized agencies for camera ready copy to mechanicals shown. Charges will be made for any graphic design needed. Payment must be received 60 days from invoice or commission will be forfeited.

# CUSTOMIZE YOUR MAIL PROGRAM

## Choose from **Funeral Homes, Cemeteries and Crematories, Pet Funeral Homes, Cemeteries and Crematories, and Industry Suppliers**

You can combine any or all firm types shown. Canadian funeral homes are also available. Refine by ordering main locations only or both main and branch locations. You can purchase by individual state or province with the exception of Industry Suppliers. Refine even further by ordering within a state by county or zip code area at an additional charge.

Due to daily updating, counts vary from day to day. Call for current counts.

## DIRECT MAIL OPTIONS

### ELECTRONIC FORMAT

Not for access through or by any Internet websites.  
All files provided in ASCII Comma Delimited Format via Email.  
Processing fee of \$50.00 per order.

#### **11¢ per firm**

includes Company Name, Mailing Address and County

#### **13¢ per firm**

includes Company Name, Mailing Address, County, Phone, Fax and Toll Free Phone

#### **15¢ per firm**

includes Company Name, Mailing Address,  
Physical Address, County, Phone, Fax, and Toll Free Phone

### SELF-ADHESIVE MAILING LABELS

**10¢ per firm** plus \$20.00 Shipping & Processing  
includes Company Name and Mailing Address

***Ask About Our Mailing Services!***

# EMAIL SERVICES

## CUSTOMIZE TO YOUR TARGET MARKET

Nomis Publications offers several different methods of choosing which firms receive your e-mail. Specific counts are available upon request.

**First**, choose any combination of firm types:

Funeral Homes • Trade Services • Cemeteries

Pet Cemeteries, Funeral Homes & Crematories • Industry Suppliers

**Second**, choose whether you will e-mail to main locations only or to both main and branch locations. (Excludes Industry Suppliers)

**Third**, refine your list by location.

You may limit your e-mailing to individual states or choose the whole US (Canada is also available).

Refine even further by ordering within a state by county (additional charges may apply).

## TECHNICAL SPECIFICATIONS

You provide us with the e-mail, which is sent by our staff using a third party e-mailer.

E-mail addresses are kept confidential and will not be sent to you.

A summary report will be e-mailed to you after the mailing is sent.

An HTML file suitable for e-mail is required.

The file may be created in any program and sent along with any images used.

All files will be evaluated and approved by Nomis Publications before mailing.

For more information or suggestions please call.

## COSTS

Cost for E-mail Service is \$0.10 per e-mail address, plus a base fee of \$125.00.

The base fee covers evaluation and finalization of your e-mail and a Recipients Summary Report

**CALL 1-800-321-7479  
FOR MORE INFORMATION**

# JOIN OUR EMAIL LIST



The first of each month you'll receive  
The Funeral Home & Cemetery E-Newsletter  
featuring highlights from the  
current issue of FHCNews.

*Plus you will receive special offers and  
notices from industry vendors.*

[www.nomispublishations.com/JoinMailingList](http://www.nomispublishations.com/JoinMailingList)



# A Great Gift For Your Clients!

"I Love My Funeral Director"

"I Love My Cemeterian"

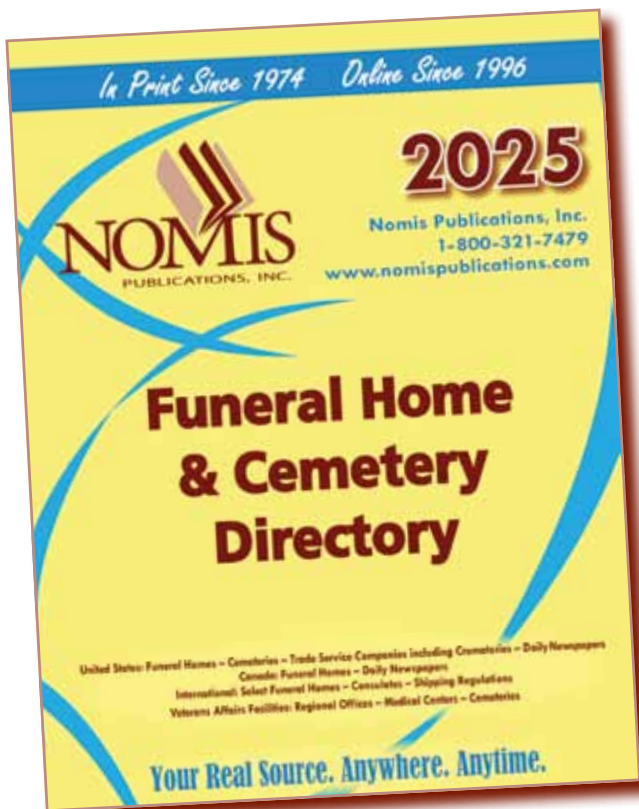


Perfect for any occasion!

Order Online!

[www.NomisPublications.com](http://www.NomisPublications.com)

or call 800-321-7479



U.S. Funeral Homes

U.S. Cemeteries

Populations; State Boards; Air Shipping Points

Where to Get Certified Certificates

Canadian Funeral Homes & Daily Papers

International Funeral Homes  
Consulates and Shipping Regulations

Trade Service Companies

Veterans Affairs Facilities

U.S. Daily Papers - Including website & e-mail address

**ORDER ONLINE**  
**SAVE an additional 20%**  
**Enter Promo Code**  
**NOMIS25**

## 2025 DIGITAL DIRECTORY

**SAVE ON SHIPPING — DOWNLOAD INSTANTLY AT [WWW.NOMISPUBLICATIONS.COM](http://WWW.NOMISPUBLICATIONS.COM)**

### FUNERAL HOME & CEMETERY DIRECTORY

2025 **DIGITAL** Edition (PDF) ..... QTY PRICE TOTAL  
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