

FUNERAL HOME & CEMETERY DIRECTORY RATES

Main Advertising Space

Full Page Ad	\$ 984.00
Half Page Ad.....	598.00
1/3 Page Ad.....	388.00
1/4 Page Ad.....	325.00
1/5 Page Ad.....	272.00
1/8 Page Ad.....	241.00
2" Ad.....	241.00
1" Ad.....	184.00
3/4" Ad.....	155.00
1/2" Ad.....	129.00
Bold Listing.....	117.00

Extra Ads

Full Page Ad	\$ 639.00
Half Page Ad.....	388.00
1/3 Page Ad.....	252.00
1/4 Page Ad.....	213.00
1/5 Page Ad.....	177.00
1/8 Page Ad.....	157.00
2" Ad.....	157.00
1" Ad.....	118.00
3/4" Ad.....	101.00
1/2" Ad.....	83.00
Bold Listing.....	76.00

Specific Ad Placement

(Space is limited - Please call for availability)

Front Section	add 130.00
<i>(¼ page ad or larger. Full color also available. Call for prices.)</i>	
Main Ad.....	add 75.00
Extra Ads Each.....	add 60.00

Shipping/Embalming Listing

With an Advertisement.....	add 50.00
<i>(Orders of \$464.00 or more listing is FREE)</i>	
Listing Only.....	70.00

Rates effective January 2012

Mechanical Requirements

(BASED ON 8½" x 11" DIRECTORY)

2 Column Ads - Width 7⅛"

Full Page	9 ⁵ / ₈ " height
First Page of State	8 ³ / ₄ " height
Half Page.....	4 ³ / ₄ " height
1/3 Page.....	3 ³ / ₁₆ " height
1/4 Page.....	2 ¹ / ₂ " height
1/5 Page.....	1 ⁷ / ₈ " height
1/8 Page.....	1" height

1 Column Ads - Width 3½"

Half Page.....	9 ⁵ / ₈ " 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 tpestyles 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.