

Firm Name _____
 Mailing Address _____
 City _____ St _____ Zip _____
 Physical Address _____
 City _____ St _____ Zip _____
 Phone (_____) _____ Fax (_____) _____
 Toll Free (_____) _____
 Website _____ E-Mail _____
 Contact _____



Buyer's Guide

2011 ADVERTISING CONTRACT

Deadline May 15, 2010
 Publication October 2010

Nomis Publications, Inc.
 PO Box 5159 • Youngstown, OH 44514
 1-800-321-7479 • Fax (800) 321-9040
 info@nomispublications.com
 www.nomispublications.com

CIRCULATION
 Buyer's Guide - Over 16,000
 Funeral Home & Cemetery Directory - Over 19,000

FREE TO ALL ADVERTISERS
 (\$141.00 minimum order)
 NOMIS PUBLICATIONS
 • Buyer's Guide
 • Funeral Home & Cemetery Directory Standard Size
 • Funeral Home & Cemetery Directory Pocket Size

Please Check ✓ Ad Size to Place Your Ad in the **Buyer's Guide**

Please Check ✓ Ad Size to Place Your Ad in **The Funeral Home & Cemetery Directory**

BEGINNING PAGES - FULL COLOR GLOSS

Front Cover Photo Call For Availability
 Full Page - Full Color \$2402.00
 Half Page - Full Color \$1790.00

BEGINNING PAGES - BLACK & WHITE

Full Page - B/W \$1066.00
 Half Page - B/W \$700.00
 1/4 Page - B/W \$440.00

ADVERTISING WITHIN TEXT

MAIN AD		EXTRA AD	
<input type="checkbox"/> Full Page	\$936	<input type="checkbox"/> Full Page	\$608
<input type="checkbox"/> Half Page	\$570	<input type="checkbox"/> Half Page	\$370
<input type="checkbox"/> 1/3 Page	\$370	<input type="checkbox"/> 1/3 Page	\$240
<input type="checkbox"/> 1/4 Page	\$310	<input type="checkbox"/> 1/4 Page	\$203
<input type="checkbox"/> 1/5 Page	\$259	<input type="checkbox"/> 1/5 Page	\$169
<input type="checkbox"/> 1/8 Page	\$229	<input type="checkbox"/> 1/8 Page	\$149
<input type="checkbox"/> 2" Ad	\$229	<input type="checkbox"/> 2" Ad	\$149
<input type="checkbox"/> 1" Ad	\$175	<input type="checkbox"/> 1" Ad	\$113
<input type="checkbox"/> Bold Listing	\$141	<input type="checkbox"/> Bold Listing	\$ 93

BEGINNING PAGES - FULL COLOR GLOSS

Full Page - Full Color \$2667.00
 Half Page - Full Color \$2048.00

BEGINNING PAGES - BLACK & WHITE

Full Page - B/W \$ 1066.00
 Half Page - B/W \$ 700.00
 1/4 Page - B/W \$ 440.00

ADVERTISING WITHIN TEXT

MAIN AD		EXTRA AD	
<input type="checkbox"/> Full Page	\$936	<input type="checkbox"/> Full Page	\$608
<input type="checkbox"/> Half Page	\$570	<input type="checkbox"/> Half Page	\$370
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<input type="checkbox"/> 2" Ad	\$229	<input type="checkbox"/> 2" Ad	\$149
<input type="checkbox"/> 1" Ad	\$175	<input type="checkbox"/> 1" Ad	\$113

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.

CALL FOR EXTRA AD RATES IF PLACING MORE THAN ONE AD IN THE BEGINNING PAGES.

*Refer to your rate chart for specifics

Main Ad (Choose Size Above)

Placement _____ \$ _____
 (i.e. beginning pages, automobiles, caskets, etc.)

Extra Ad (Choose Size Above)

Placement _____ \$ _____
 (i.e. beginning pages, automobiles, caskets, etc.)

Extra Ad (Choose Size Above)

Placement _____ \$ _____
 (i.e. beginning pages, automobiles, caskets, etc.)

Artwork:

- CD Enclosed with Hard Copy*
 Sending via E-Mail* *Refer to your rate chart or call for specifics
 To Follow
 Design My Ad at No Charge (Copy Attached)

Advertising Total \$ _____

Listing Total if Applicable \$ _____
 (See gray box to right of page)

Grand Total \$ _____

FREE PRODUCT/SERVICE LISTINGS
 All Industry Supply/Service companies receive up to 5 free listings. (Company name, address, local phone, fax, and toll free) Please specify.

- _____
- _____
- _____
- _____
- _____

(attach additional sheet if needed)

First 5 Listings \$ 0
 Next 25 @ \$10.00 each \$ _____
 Call for discounts if placing over 25 additional listings.
 Total Listing Cost \$ _____

PAYMENT INFORMATION

All Advertising Must be Pre-Paid

- Check Enclosed (Payable to Nomis Publications, Inc.)
 MasterCard
 Discover
 Visa
 American Express

Cardholder _____

Acct. # _____ Exp. _____

Signature _____ Date _____
 (required on all orders)

AUTHORIZATION

The enclosed payment is authorization to place the ad copy attached in the 2011 edition of the Nomis Publications Buyer's Guide. Advertisers receive a copy of both the Standard Size and Pocket Size Funeral Home & Cemetery Directory as well as a copy of the Buyer's Guide. Publication date October 2010.
 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.

Advertising options now available at www.nomispublications.com
 Call for Discounted Rates