

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



Buyer's Guide

2018 ADVERTISING AGREEMENT

Deadline May 15, 2017
 Publication October 2017

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

BUYER'S GUIDE
 Advertisers Receive
50% OFF
 Online Advertising
 www.nomispublications.com

CIRCULATION
 Buyer's Guide - Over 15,000
 Funeral Home & Cemetery
 Directory - Over 18,000

FREE TO ALL ADVERTISERS
 (\$165.00 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

BEGINNING PAGES - FULL COLOR GLOSS	
<input type="checkbox"/> Front Cover Photo	Call For Availability
<input type="checkbox"/> Full Page - Full Color	\$2450.00
<input type="checkbox"/> Half Page - Full Color	\$1826.00
BEGINNING PAGES - BLACK & WHITE	
<input type="checkbox"/> Full Page - B/W	\$1208.00
<input type="checkbox"/> Half Page - B/W	\$789.00
<input type="checkbox"/> 1/4 Page - B/W	\$492.00
ADVERTISING WITHIN TEXT	
MAIN AD	EXTRA AD
<input type="checkbox"/> Full Page \$1078	<input type="checkbox"/> Full Page \$706
<input type="checkbox"/> Half Page \$659	<input type="checkbox"/> Half Page \$428
<input type="checkbox"/> 1/3 Page \$430	<input type="checkbox"/> 1/3 Page \$278
<input type="checkbox"/> 1/4 Page \$362	<input type="checkbox"/> 1/4 Page \$236
<input type="checkbox"/> 1/5 Page \$306	<input type="checkbox"/> 1/5 Page \$198
<input type="checkbox"/> 1/8 Page \$270	<input type="checkbox"/> 1/8 Page \$175
<input type="checkbox"/> 2" Ad \$270	<input type="checkbox"/> 2" Ad \$175
<input type="checkbox"/> 1" Ad \$208	<input type="checkbox"/> 1" Ad \$133
<input type="checkbox"/> Bold Listing \$165	<input type="checkbox"/> Bold Listing \$112

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

BEGINNING PAGES - FULL COLOR GLOSS	
<input type="checkbox"/> Full Page - Full Color	\$2720.00
<input type="checkbox"/> Half Page - Full Color	\$2089.00
BEGINNING PAGES - BLACK & WHITE	
<input type="checkbox"/> Full Page - B/W	\$ 1208.00
<input type="checkbox"/> Half Page - B/W	\$ 789.00
<input type="checkbox"/> 1/4 Page - B/W	\$ 492.00
ADVERTISING WITHIN TEXT	
MAIN AD	EXTRA AD
<input type="checkbox"/> Full Page \$1078	<input type="checkbox"/> Full Page \$706
<input type="checkbox"/> Half Page \$659	<input type="checkbox"/> Half Page \$428
<input type="checkbox"/> 1/3 Page \$430	<input type="checkbox"/> 1/3 Page \$278
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<input type="checkbox"/> 1/8 Page \$270	<input type="checkbox"/> 1/8 Page \$175
<input type="checkbox"/> 2" Ad \$270	<input type="checkbox"/> 2" Ad \$175
<input type="checkbox"/> 1" Ad \$208	<input type="checkbox"/> 1" Ad \$133

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 back of agreement 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 MasterCard Discover
(Payable to Nomis Publications, Inc.)
 Visa American Express

Cardholder _____

Acct. # _____ Exp. _____

CID (3 or 4 digit code) _____

Signature _____ Date _____

(required on all orders)

AUTHORIZATION

The enclosed payment is authorization to place the ad copy attached in the 2018 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 2017.

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

PRODUCT SERVICE HEADINGS

ACCOUNTING/BOOKKEEPING SYSTEMS
 ACKNOWLEDGMENT CARDS
 ACQUISITION/MERGER, CORPORATE FIRMS
 ACQUISITION/MERGER, SERVICES/ADVISORS
 ADVERTISING/MARKETING SERVICES
 AFTERCARE SERVICES
 AIR PURIFIERS
 AIR TRAYS
 ALKALINE HYDROLYSIS EQUIPMENT
 ANNOUNCEMENT BOARDS
 ANTIQUE FUNERAL EQUIPMENT
 ASPHALT PAVEMENT COATINGS
 AUTOMOBILE CONVERSION EQUIPMENT/HARDWARE
 AUTOMOBILE DETAILING
 AUTOMOBILE LIVERY/RENTAL
 AUTOMOBILE REPAIR
 AUTOMOBILE SIGNS
 AUTOMOBILES (Hearses, Limos, Conversions, Flower Cars)
 BAGPIPE SERVICES
 BELLS/CARILLONS/TOWERS
 BIBLES/CRUCIFIXES/ROSARIES
 BODY BAGS
 BODY LIFTS
 BODY POSITIONERS
 BRONZE MEMORIALS
 BRONZE REFINISHING
 BURIAL CONTAINERS
 BURIAL GARMENTS/PLASTICS/SHROUDS
 BURIAL GARMENTS, INFANT
 BURIAL PROPERTY RESALE
 BURIAL SHOES
 BUSINESS BROKERS
 BUSINESS EQUIPMENT CONSIGNEES/LIQUIDATORS
 BUSINESS EVALUATIONS
 BUTTERFLY RELEASE
 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
 CHRISTMAS DISPLAYS
 CLEANING AGENTS/JANITORIAL SUPPLIES
 CLOTHES/HAT RACKS
 COLLECTION AGENCIES
 COLUMBARIUMS
 COMBINATION CASKET/VAULT
 COMBINATION CASKET/VAULT, INFANT
 COMPUTER SYSTEMS/SOFTWARE
 CONSULTANTS
 CONTINUING EDUCATION SEMINARS
 CONTRIBUTION BOXES
 CORRESPONDENCE COURSES
 COSMETICS
 CREMAINS PROCESSORS
 CREMATION BAGS
 CREMATION CHAMBERS
 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
 CREMATION/ALTAR
 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 SERVICES
 ENGRAVING
 ESTATE APPRAISAL/LIQUIDATING
 ESTATE PLANNING
 EULOGY SERVICES
 FACTORING
 FILING/STORAGE/ARCHIVING SYSTEMS
 FINANCIAL SERVICES
 FIRST CALL MATS
 FIXTURES/FURNISHINGS
 FLAGS-AMERICAN (Cases, Manufacturers, Poles)
 FLOOR MATTING/ENTRANCE MATS
 FLOOR 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
 HEATING/AIR CONDITIONING, PORTABLE
 HOISTS/LIFTS/ELEVATORS
 INFECTION CONTROL PRODUCTS
 INSTRUMENT STERILIZERS
 INSURANCE (Lost Policy Locator)
 INSURANCE/INVESTMENTS
 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 KEEPSAKES
 MEMORIAL PHOTOGRAPHS/PHOTO RESTORATION
 MEMORIAL PICTURE FRAMES
 MEMORIAL PORTRAITS/PLAQUES/DISPLAY CASES
 MEMORIAL TABLETS
 MEMORIAL TREES/SOIL
 MEMORIAL/MEMORY BOARDS
 MICROPHONES, WIRELESS
 MONOGRAMS
 MONUMENT/STATUARY RESTORATION
 MOSAICS
 MOTORCYCLE HEARSE
 MUSEUMS

MUSIC RECORDINGS
 MUSIC SYSTEMS
 NAME PLATES
 NECKTIES
 ODOR CONTROL
 OFFICE EQUIPMENT
 ON-LINE MEMORIALS
 ON-LINE MESSAGE BOARDS/CHAT ROOMS
 OSHA COMPLIANCE (Consultants / Equipment)
 PASTORAL SERVICES
 PAYROLL SERVICES
 PEWS
 PHOTOENGRAVING
 POST CREMATION IMPLANT/FILLING/PACEMAKER
 DISPOSAL
 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)
 STRESS MANAGEMENT
 STRETCHER/COT COVERS
 STRETCHER/COT REPAIR
 STRETCHERS/COTS
 SUCCESSION PLANNING
 SUNDRIES
 TELEPHONE ANSWERING EQUIPMENT
 TELEPHONE ANSWERING SERVICES
 TELEPHONE MARKETING EQUIPMENT
 TELEPHONE, MESSAGES ON HOLD
 TENTS & ACCESSORIES
 TRAFFIC CONTROL SIGNS
 TRAINING SERVICES, EMPLOYEE
 TWO-WAY RADIO COMMUNICATIONS
 TYPEWRITER SUPPLIES
 UMBRELLAS
 UNIFORMS
 URN BEDS
 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
 WEBSITE/APP DESIGN & DEVELOPMENT
 WEBCASTING
 WILDLIFE/PEST CONTROL SERVICES
 WITNESSES, EXPERT
 WROUGHT IRON CARRIERS/RACKS/STANDS

PET MEMORIALIZATION HEADINGS:
 ACQUISITION/MERGER, CORPORATE FIRMS
 ASSOCIATIONS
 CASKETS
 COMPUTER SYSTEMS/SOFTWARE
 CONSULTANTS/MARKETING
 CREMATION BAGS
 CREMATION CONTAINERS
 CREMATION EQUIPMENT
 CREMATION URNS
 GRAVE MARKERS
 GRIEF SUPPORT
 MEMORIAL KEEPSAKES
 PRE-NEED SERVICES
 VIDEO MEMORIALS

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" x 10 1/2"
Half Page Horizontal	8" x 5 1/8"
Quarter Page Horizontal	8" x 2 5/8"
Half Page Vertical	3 7/8" x 10 1/2"
Quarter Page Vertical	3 7/8" x 5 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**.

STANDARD		POCKET	
Full Page	8" x 10 1/2"	Full Page	4 1/2" x 6 1/2"
	Horizontal		Horizontal
Half Page	8" x 5 1/8"	Half Page	4 1/2" x 3 1/4"
Quarter Page	8" x 2 5/8"	Quarter Page	4 1/2" x 1 1/2"
	Vertical		Vertical
Half Page	3 7/8" x 10 1/2"	Half Page	2 3/16" x 6 1/2"
Quarter Page	3 7/8" x 5 1/8"	Quarter Page	2 3/16" x 3 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" x 10 1/2", Trim 8 1/2" x 11" bleed allowed
Half Page Horizontal	8" x 5 1/8" no bleed allowed
Half Page Vertical	3 7/8" x 10 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: Standard Live Matter Image Area 8" x 10 1/2", Trim 8 1/2" x 11" bleed allowed	
Pocket Live Matter Image Area 4 1/2" x 6 1/2", Trim 5" x 7" bleed allowed	
Half Page Horizontal: Standard	8" x 5 1/8" no bleed allowed
Pocket	4 1/2" x 3 1/4" no bleed allowed
Half Page Vertical: Standard	3 7/8" x 10 1/2" no bleed allowed
Pocket	2 3/16" x 6 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 typestyles 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 600+ 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.