

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



Buyer's Guide

2022 ADVERTISING AGREEMENT

Deadline May 15, 2021
Publication October 2021

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 can increase their exposure with Online Advertising
www.nomispublications.com

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

FREE TO ALL ADVERTISERS
(\$171.00 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	\$1230.00
<input type="checkbox"/> Half Page - B/W	\$802.00
<input type="checkbox"/> 1/4 Page - B/W	\$499.00
ADVERTISING WITHIN TEXT	
MAIN AD	EXTRA AD
<input type="checkbox"/> Full Page \$1122	<input type="checkbox"/> Full Page \$734
<input type="checkbox"/> Half Page \$685	<input type="checkbox"/> Half Page \$446
<input type="checkbox"/> 1/3 Page \$448	<input type="checkbox"/> 1/3 Page \$290
<input type="checkbox"/> 1/4 Page \$376	<input type="checkbox"/> 1/4 Page \$246
<input type="checkbox"/> 1/5 Page \$318	<input type="checkbox"/> 1/5 Page \$206
<input type="checkbox"/> 1/8 Page \$281	<input type="checkbox"/> 1/8 Page \$183
<input type="checkbox"/> 2" Ad \$281	<input type="checkbox"/> 2" Ad \$183
<input type="checkbox"/> 1" Ad \$216	<input type="checkbox"/> 1" Ad \$139
<input type="checkbox"/> Bold Listing \$171	<input type="checkbox"/> Bold Listing \$113

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	\$ 1230.00
<input type="checkbox"/> Half Page - B/W	\$ 802.00
<input type="checkbox"/> 1/4 Page - B/W	\$ 499.00
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<input type="checkbox"/> 1/8 Page \$281	<input type="checkbox"/> 1/8 Page \$183
<input type="checkbox"/> 2" Ad \$281	<input type="checkbox"/> 2" Ad \$183
<input type="checkbox"/> 1" Ad \$216	<input type="checkbox"/> 1" Ad \$139

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.

1. _____
2. _____
3. _____
4. _____
5. _____

(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 2020 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 2019.

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