



BUYER'S GUIDE 2020 ADVERTISING AGREEMENT

Deadline May 15, 2020
Publication October 2020

Nomis Publications, Inc.
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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
• Upgraded (Premium or Enhanced)
Listing at
www.nomispublications.com

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:

Sending via E-Mail*

Design My Ad at No Charge
(Copy Attached)

Advertising Total \$ _____

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

*Refer to back of agreement
or call for specifics

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
 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 2021 edition of the Nomis Publications Buyer's Guide. Advertisers receive an upgraded listing in the Online Directories at www.nomispublications.com. Size of ad space combined with total cost determine type (Enhanced or Premium) of upgraded listing. 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 2020.

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