

2017 ADVERTISING RATES & SPECIFICATIONS

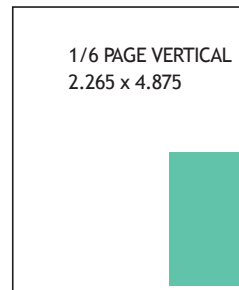
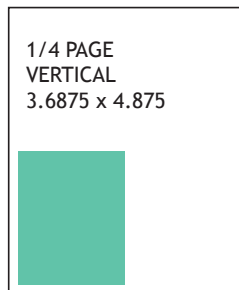
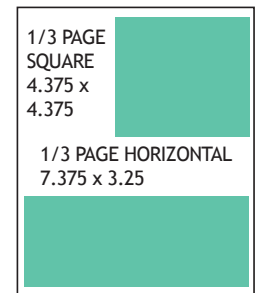
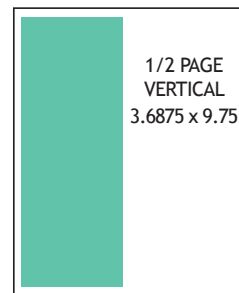
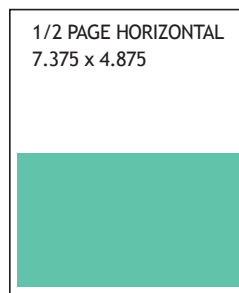
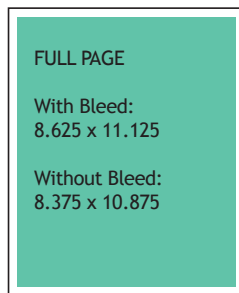
<u>SIZE</u>	1 TIME	3 TIMES	6 TIMES
2 Page Spread	\$4890	\$4770	\$4550
Full Page	\$2690	\$2570	\$2450
1/2 Page	\$1890	\$1770	\$1650
1/3 Page	\$1390	\$1270	\$1150
1/4 Page	\$1190	\$1070	\$950
1/6 Page	\$790	\$670	\$550

Guaranteed Page 1-20

Add 15 percent to applicable rate

<u>PREMIUM POSITIONS</u>	1 TIME	3 TIMES	6 TIMES
Cover 1 (Front Cover)	\$12,990	N/A	N/A
Inside Front Cover	\$3590	\$3470	\$3250
Inside Back Cover	\$3490	\$3370	\$3150
Outside Back Cover	\$4090	\$3970	\$3750
Inside Front Cover (R)	\$3490	\$3370	\$3150

Terms: Terms and policies are spelled out in the Funeral Business Advisor standard insertion order, which must be signed prior to placement of advertising. **Design Services:** Our design team can prepare your ad for a nominal charge. Fees are dependent on the size and complexity of the project and allow for three revisions. **Additional Opportunities:** Expand your reach using polybags, inserts, bind-ins and tip-ins. Reprints also available upon request. For more information, contact Michael Manley at 502.749.0992.



AD SIZES

GENERAL ADVERTISING SPECIFICATIONS:

Advertisers are strongly encouraged to submit advertising materials in a digital format according to the following guidelines. For questions regarding submission of ad files, contact Michael Manley at michael@funeralbusinessadvisor.com. **PDF & PDF/X1-a Files:** This is the preferred method for submitting ad files, provided they are press-optimized, high-res, CMYK, and have the fonts embedded. Please note that most PDF files lack the ability to be edited or altered. **Other Accepted File Formats:** JPG, TIFF, Adobe Photoshop®, Adobe InDesign®. **Photos:** Must be hi-res (300 dpi or greater), actual size. **Page Size:** Trim: 8.375" x 10.875". Image area: 7.875 x 10.375. Bleeds must extend at least 1/8 of an inch outside of the trim size for the ad. Copy for bleeds should not exceed the image area. **Borders:** We strongly advise that advertisers add their own borders when necessary. Ads submitted without borders that are less than a full page in dimension may have borders added at the production manager's discretion if the ad is created with a white background or low color opacity. This is to ensure separation between editorial and advertising content. **FTP Upload:** To upload files to our FTP site, please email Michael Manley at michael@funeralbusinessadvisor.com for instructions. **Proofing:** Color proofs should be submitted with digital files, and they should be printed at 100%. In absence of paper proofs, Funeral Business Advisor is not responsible for color reproduction and cannot be responsible for returning proofs.