



2011 Media Kit

ICCFA Magazine • Buyer's Guide & Membership Directory
Online Banner Ads • Wireless Banner Ads • Online/Wireless Classifieds

ICCFA MAGAZINE

ICCFA Magazine, sent to more than **7,500** businesses, can help you reach new clients quickly and cost-effectively. It is published by the only association to include all segments of the cemetery, cremation and funeral service profession... and is therefore your best choice for expanding your client base!

- *ICCFA Magazine* **goes to the industry's top decision makers**—the cemetery, crematory and funeral home owners and managers who make purchasing decisions.

- In addition to *ICCFA Magazine's* regular circulation, each issue is sent out for distribution at state, regional and national industry conferences, giving you greater exposure to a wider audience. In 2010, we sent out nearly **5,000+ magazines to industry events**.

- Because *ICCFA Magazine* provides such a uniquely broad variety of news and how-to information, the average pass-along readership rate for each issue is 4 additional readers. **This brings our total readership to nearly 30,000!**

- *ICCFA Magazine* **readers are loyal**—they are members who rely on the association for support in their businesses through the magazine and other benefits.

- A sale to an ICCFA member provides a distinct advantage non-association trade publications cannot offer: **word-of-mouth marketing**. As colleagues in this entrepreneurial organization, our members share ideas, stories and supplier references with one another.

"The sheer PR of advertising to reach the ICCFA membership is worth every penny."

—Peggy Rouzzo, Manager, NOMIS Publications

"We advertise for the exposure and brand awareness, and the online listing prices are very reasonable."

—Amy Allen, Client Development Manager, Directors' Choice



As a recipient of the prestigious **APEX AWARDS**, *ICCFA Magazine* has been recognized for excellence by a jury of business publication experts. Share in our continued success!



"We advertise with ICCFA to promote our company and products. The quality of *ICCFA Magazine* and the amount of readers compared to other industry publications is second to none."

—Brian Koziar, Cemetery Sales Manager, Rock of Ages

"*ICCFA Magazine* is a quality publication that reaches thought leaders throughout the profession. Advertising has generated both client and candidate leads for us. I've been very pleased with how advertising is solicited, presented and processed."

—Mark Jorgenson, President, Global Recruiters of Batesville

- In a survey after survey of our readers, *ICCFA Magazine* rates as the **most informative, highest quality** trade magazine in the profession. A recent survey conducted by an independent ad agency found *ICCFA Magazine* rated #1 among 21 trade publications as the most "consistently read."

- As part of an association community, our readers consider *ICCFA Magazine* **their** magazine. They write the articles. They contribute the news updates. As a result, they have a vested interest in the continued quality and success of the publication and **a unique personal connection to it**.

ICCFA Magazine Advertising Rates

(Black & white/4-color, based on insertion frequency)

	1x		3x		6x		11x	
	B&W	4-color	B&W	4-color	B&W	4-color	B&W	4-color
Full Page	\$1,225	\$2,170	\$1,055	\$1,990	\$990	\$1,950	\$895	\$1,830
2/3 Page	\$1,030	\$1,630	\$865	\$1,495	\$825	\$1,445	\$740	\$1,355
1/2 Page	\$770	\$1,225	\$645	\$1,120	\$610	\$1,090	\$560	\$1,025
1/3 Page	\$600	\$900	\$515	\$820	\$495	\$800	\$445	\$740
1/4 Page	\$530	\$750	\$460	\$685	\$435	\$650	\$390	\$615
1/6 Page	\$410	\$560	\$355	\$500	\$345	\$490	\$300	\$455

- Three key cover positions: 4-color, full-page rate plus additional \$300 per insertion.
- Inserts: please call for pricing.
- Color charges prevail when advertiser furnishes color files or materials.
- 15% commissions are extended to recognized agencies on space, color and position.

Mechanical Requirements and Charges

• See "Specifications" below

- Advertising submitted after the "Materials Due" deadline which must be stripped into the magazine will be charged at the prevailing rates by the local market.
- If an advertiser or agency requires a color proof for approval, the cost to produce and ship the proof will be charged to the advertiser/agency.
- Any changes or corrections made to ads will be charged to the agency. If the advertiser does not use an advertising agency, the charges will be assessed to the advertiser.
- Agency commissions do not apply to production/mechanical charges.

STANDARD SIZES	WIDTH"	X	HEIGHT"
Full Page	7 1/2		10
2/3 Page	4 1/2		10
1/2 Page Island	4 1/2		7 1/4
1/2 Page Vertical	3 3/8		10
1/2 Page Horizontal	7 1/2		4 7/8
1/3 Page Vertical	2 1/8		10
1/3 Page Square	4 1/2		4 7/8
1/3 Page Horizontal	7 1/2		2 3/4
1/4 Page Vertical	3 3/8		4 7/8
1/4 Page Horizontal	4 1/2		3 5/8
1/6 Page Vertical	2 1/8		4 7/8
1/6 Page Horizontal	4 1/2		2 5/16
HELPFUL MEASUREMENT CONVERSION			
	1/8 = .125		3/8 = .375
	5/8 = .625		7/8 = .875

Contract Regulations

- All cancellations will be subject to a short rate fee.
- If art from a scheduled ad is not received by the deadline or if art proves to be defective or deficient for printing purposes, *ICCFA Magazine* reserves the right to repeat the most recent ad of the same size, or the advertiser will be billed for the space reserved but not used.
- *ICCFA Magazine* reserves the right to request prepayment from new advertisers that are not members of the ICCFA.
- Contract year covers 12-month period (10 issues and the Buyer's Guide & Membership Directory) beginning with the first insertion month.
- Multiple ads in a single issue count as multiple insertions.
- An advertiser who does not complete a committed schedule or contract is subject to a \$50 fee.
- Advertisers not on contract will be charged the one-time rate but will be credited for the price differences on 3-, 6-, or 11- time rate as earned by subsequent insertions within their contract year.
- Requested positions are not guaranteed.
- All advertising is subject to publisher's approval. Advertisers and advertising agencies assume liability for all content of advertisements printed and for any

claims arising therefrom against the publisher.

- "Paid Advertisement" will be printed at the bottom of any ad which in the publisher's opinion could be confused with editorial matter.
- Publisher is not responsible for errors in material provided.
- Cancellations are not accepted and copy corrections cannot be guaranteed if received after the closing date.
- Publisher is not liable for delays in delivery or non-delivery due to any and all conditions, events or circumstances beyond publisher's control.
- No cash discounts will apply.

Specifications

- Trim size 8 1/2 x 11; bleeds should have 1/8-inch outer rim.
- Safety Margin: keep live matter 3/8-inch from head, foot and outer rim.
- Halftones: 150 or 175 line screen preferred; 133 or 120 line screen accepted.
- Four-color screen: 150 lines.
- **ARTWORK MUST BE PROVIDED AS HIGH-RESOLUTION (300 DPI) DIGITAL FILES (PDFs PREFERRED). COLOR ADS MUST BE IN FOUR-COLOR/CMYK FORMAT.**

For further details, please contact: Rick Platter, Supplier Relations Manager, at 1.800.645.7700 or rickp@iccf.com

ICCFA Magazine 2011 Editorial Calendar

	JANUARY	MAY	AUGUST/SEPTEMBER	DECEMBER
Ad space reserved by: Ad materials due by:	2011 Convention Program Bonus circulation: 14,000+ issues <i>Double the exposure, same low rates!</i> November 22 December 6	Full Convention Coverage Including Expo Hall photos and speakers April 4 April 12	Politics, Legal & Legislative Issues Exclusive coverage and extensive shelf life June 21 June 30	Pet Loss Services and Products October 18 October 27
Ad space reserved by: Ad materials due by:	FEBRUARY Cemetery and Funeral Home Architectural Design & Maintenance January 4 January 11	JUNE Personalized Products, Keepsakes and Memorials Honoring ICCFA KIP Award winners April 28 May 9	OCTOBER Cremation, Crematories, Urns, Tributes & Memorialization Bonus circulation: Fall Mgmt. Conf. August 24 September 6	BUYER'S GUIDE & MEMBERSHIP DIRECTORY Published annually, this valuable reference tool is mailed to all ICCFA members in good standing. Your 11-time insertion order includes insertions in each of the 10 issues of <i>ICCFA Magazine</i> as well as an insertion in the ICCFA Buyer's Guide. July 26 August 15
Ad space reserved by: Ad materials due by:	MARCH/APRIL 2011 Convention Onsite issue Bonus circulation: ICCFA Convention <i>Includes exhibitor company profiles</i> February 7 February 17	JULY Caskets, Mausoleums & Vaults Bonus circulation: ICCFA University May 24 June 6	NOVEMBER Preneed Sales & Strategic Marketing September 20 September 30	

BUT WAIT, THERE'S MORE...

BESIDES ICCFA MAGAZINE DISPLAY ADS, THERE ARE NUMEROUS WAYS TO GAIN EXPOSURE AMONG ICCFA MEMBERS, INCLUDING:

CLASSIFIED ADS

ICCFA Magazine offers readers the opportunity to place classified ads for purposes such as hiring staff or buying/selling property, equipment or materials. The ICCFA reserves the right to refuse any advertisement for any reason.

- All ads must be paid for in advance – payment should accompany order.
- Charge for premium "Business Card" size classified ad: \$100.
- Charge for basic classified ad: \$50 per ad for 50 words or less; 50 cents for each additional word.
- Ad with photos: basic classified charges, plus \$60 per photo.
- Ad with box number for confidential reply: basic charges plus \$15.
- All ads must be in house one month prior to date of publication. Ads must be typewritten for clarity and accuracy.

ONLINE/WIRELESS CLASSIFIED ADS

Do you have a job available or are you looking for a position in the funeral, cemetery and memorialization industry? Need to buy or sell products or property? Post your classified ad today online and in ICCFA's *Wireless* e-newsletter!

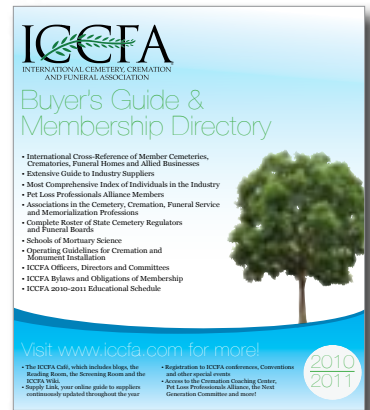
Place your classified advertisement in **ICCFA Wireless** and on **www.iccfa.com** today!

- Classified ads cost **\$100** and must be prepaid.
- Ads run in **two consecutive issues** of *Wireless* and are placed on the ICCFA Web site for **four weeks**.
- Ads include a link to the company Web site and/or e-mail at **no charge**.
- Ads with a box number for confidential reply are available for an additional \$15.
- Ad price is for a maximum of **250 words**. 50 cents for each additional word.
- All advertising is subject to the publisher's approval; advertisers assume liability for all content of advertisements printed and for any claims arising therefrom against the publisher.
- Company logo online is **FREE**. Logo in *Wireless* costs \$50.
- Please contact the ICCFA for information about long-term contracts.

For further details, please contact: Rick Platter, Supplier Relations Manager, at 1.800.645.7700 or rickp@iccfa.com

ANNUAL BUYER'S GUIDE & MEMBERSHIP DIRECTORY

The ICCFA can further help you increase your company's exposure and get your message out to our members through the Buyer's Guide & Membership Directory. Published annually, this directory is a valuable reference tool, which includes a comprehensive index of individuals working in the industry and a cross reference of member cemeteries, funeral homes and allied businesses. ICCFA-member supplier companies have opportunities to grow their businesses through **FREE** product & service listings and paid advertisements placed in the Buyer's Guide. Your 11-time insertion order includes insertions in each of the 10 issues of *ICCFA Magazine* as well as an insertion in the ICCFA Buyer's Guide. **Contact Supplier Relations Manager Rick Platter at 1.800.645.7700 for more information on how you can benefit from this one-of-a-kind resource!**



WIRELESS BANNER ADS

Wireless is ICCFA's bi-weekly electronic newsletter that is sent out to more than **4,400** subscribers. Banner ads measure **575 pixels wide x 131 pixels high** and are available for **\$500 for a 3-month period**. We reserve the right to limit the number of banner ads in each issue.



ONLINE BANNER ADS

The ICCFA's Web site, www.iccfa.com, is a hub of knowledge, news, resources and tools for industry members and consumers. ICCFA.com receives more than **44,000** page views and **31,000** unique page views* per month. ICCFA's audience includes a wide array of individuals:

- Funeral home owners and managers
- Administrative staff
- Consumers
- Combination location owners and managers
- Pet loss professionals
- Grounds foremen
- Funeral directors and embalmers
- Cemetery owners and managers
- Cremationists
- Industry suppliers

*A page view is a request to load a single page of an Internet site. A unique page view is the number of individual visitors who have visited an Internet site; each visitor to a site is counted only once no matter how many pages he/she opens.

Banner advertisements on www.iccfa.com are 700 pixels wide x 125 pixels high. **COST: \$2,000 for 12 months.**** Advertisers will receive two points toward their Annual Convention booth space for each banner ad they place per year.

**Ad renewals receive a 10% discount. *ICCFA Magazine* advertisers receive a 10% discount on online ads (excludes classifieds). All ads are based on availability. The homepage of the site is NOT available. All ads are rotating: In a random rotation with other advertisers. When a page is refreshed, the ads will rotate positions.

Each month you will receive a performance report for your advertisement that will include the number of views your ad had as well as the number of times your ad was clicked on.

All ads should be a single image. Files should be RGB, 72 dpi and in one of the following formats: JPG, GIF, PNG or BMP.

ATTENTION: NEW ADVERTISERS!

If you do not already have an ad created and aren't sure how to create one, give us a call—we'll work with you to design your ad.

For further details, please contact: Rick Platter, Supplier Relations Manager, at 1.800.645.7700 or rickp@iccfa.com



ICCF A Magazine Display Advertising Insertion Order Form

NOTE: This form is for placing an advertisement in ICCFA Magazine only. Please see the "Online Advertising Insertion Order Form" to place an ad online or in Wireless.

Advertiser _____

Address _____

City _____ State _____ Zip _____

Other/additional (addresses outside USA) _____

Person to contact _____ Phone (____) _____

E-mail _____ Fax (____) _____

Ad Agency

Name of ad agency _____

Address _____

City _____ State _____ Zip _____

Other/additional (addresses outside USA) _____

Person to contact _____ Phone (____) _____

E-mail _____ Fax (____) _____

Dates of Insertion (Please check dates desired and indicate year)

Month	Year	Month	Year	Month	Year	Month	Year
<input type="checkbox"/> January	_____	<input type="checkbox"/> May	_____	<input type="checkbox"/> Aug./Sept.	_____	<input type="checkbox"/> December	_____
<input type="checkbox"/> February	_____	<input type="checkbox"/> June	_____	<input type="checkbox"/> October	_____	<input type="checkbox"/> Annual Buyer's Guide & Membership Directory	
<input type="checkbox"/> Mar./Apr.	_____	<input type="checkbox"/> July	_____	<input type="checkbox"/> November	_____		

Size/Type of Insertion

check one Full page 1/2 pg island 1/2 pg vt 1/3 pg vt 1/4 pg vt 1/4 pg hz
 2/3 pg vt 1/2 pg hz 1/3 pg hz 1/3 pg sq 1/6 pg hz 1/6 pg vt

check one 4-color Black & White 2-color: PMS # _____

check one Art enclosed Will send Pick up from (date of issue) _____

Special instructions: _____

- This order form is subject to all of the provisions of the ICCFA Magazine rate card in effect on the date of signature.
- This reservation is NOT complete without a signed authorization.
- CANCELLATIONS: Cancellations must be received on or before the SPACE deadline and will be subject to a short ate fee. ICCFA reserves the right to repeat the most recent ad run, or to charge for space reserved, if copy/artwork is not received by the MATERIAL deadline.

Signature _____ **Date** _____



Online Advertising Insertion Order Form

NOTE: This form is for placing an advertisement online or in Wireless only. Please see the "ICCFA Magazine Display Advertising Insertion Order Form" to place an ad in ICCFA Magazine.

Advertiser _____

Address _____

City _____ State _____ Zip _____

Other/additional (addresses outside USA) _____

Person to contact _____ Phone (____) _____

E-mail _____ Fax (____) _____

Ad Agency

Name of ad agency _____

Address _____

City _____ State _____ Zip _____

Other/additional (addresses outside USA) _____

Person to contact _____ Phone (____) _____

E-mail _____ Fax (____) _____

**Ad runs of six months in length and renewals receive a 10% discount. ICCFA Magazine advertisers receive a 10% discount on online ads (excludes classifieds). All ads are based on availability. The homepage of the site is NOT available. Rotating: In a rotation with other advertisers. When a page is refreshed, the ads will rotate positions.

- This order form is subject to all of the provisions of the online advertisement rate card in effect on the date of the signature.
- This reservation is NOT complete without a signed authorization and pre-payment.
- Full payment is required in advance.

Payment

Credit card (check one): Visa Mastercard American Express Discover

Type of Insertion

check one

- Online Classified for four weeks and two consecutive issues of *Wireless*: \$100
- Banner ad in *Wireless* for three months: \$500
- Online banner ad for one year: \$2,000

Card Number _____ Exp. date _____

Name as it appears on card _____

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) _____

Billing address for card _____ (required to process)

Signature _____ **Date** _____

Please fax this form to 703.391.8416, ATTENTION: RICK PLATTER