

# 2020 ADVERTISING RATES & SPECIFICATIONS

STANDARD POSITIONS	1X	3X	6X
2 Page Spread	\$4,890	\$4,770	\$4,650
Full Page	\$2,690	\$2,570	\$2,450
1/2 Page	\$1,890	\$1,770	\$1,650
1/3 Page	\$1,390	\$1,270	\$1,150
1/4 Page	\$1,190	\$1,070	\$950
1/6 Page	\$790	\$670	\$550

PREMIUM POSITIONS	1X	3X	6X
Cover 1 (Front Cover)	\$12,990	N/A	N/A
Inside Front Cover	\$3,590	\$3,470	\$3,350
Inside Back Cover	\$3,490	\$3,370	\$3,250
Outside Back Cover	\$4,090	\$3,970	\$3,850
Inside Front Cover (R)	\$3,490	\$3,370	\$3,250

**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.

## ADVERTISING SIZES

**TWO PAGE SPREAD (DOUBLE TRUCK)**

With Bleed:  
17.00 Wide x 11.125 Tall

Without Bleed:  
16.75 Wide x 10.875 Tall

**FULL PAGE**

With Bleed:  
8.625 Wide x 11.125 Tall

Without Bleed:  
8.375 Wide x 10.875 Tall

**1/2 PAGE HORIZONTAL**

7.375 Wide x 4.875 Tall

**1/2 PAGE VERTICAL**

3.6875 Wide  
x  
9.75 Tall

**1/3 PAGE SQUARE**

4.875 Wide  
x  
4.875 Tall

**1/3 PAGE HORIZONTAL**

7.375 Wide x 3.25 Tall

**1/4 PAGE VERTICAL**

3.6875 Wide x 4.875 Tall

**1/6 PAGE VERTICAL**

2.265 Wide x 4.875 Tall

**GENERAL ADVERTISING SPECIFICATIONS:** Advertisers are strongly encouraged to submit advertising materials in a digital format according to the following guidelines. **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. **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.