

Firm Name

Mailing Address

CityStZip

Physical Address

CityStZip

Phone ()Fax ()

Toll Free ()

WebsiteE-Mail

Contact



Buyer's Guide

2019 ADVERTISING AGREEMENT

Deadline May 15, 2018

Publication October 2018

Nomis Publications, Inc.
PO Box 5159 • Youngstown, OH 44514
1-800-321-7479 • Fax (800) 321-9040
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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
(\$168.00 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

☐ Front Cover Photo

Call For Availability

☐ Full Page - Full Color

\$2450.00

☐ Half Page - Full Color

\$1826.00

BEGINNING PAGES - BLACK & WHITE

☐ Full Page - B/W

\$1230.00

☐ Half Page - B/W

\$802.00

☐ 1/4 Page - B/W

\$499.00

ADVERTISING WITHIN TEXT

MAIN AD

EXTRA AD

☐ Full Page

\$1100

☐ Full Page

\$720

☐ Half Page

\$672

☐ Half Page

\$437

☐ 1/3 Page

\$439

☐ 1/3 Page

\$284

☐ 1/4 Page

\$369

☐ 1/4 Page

\$241

☐ 1/5 Page

\$312

☐ 1/5 Page

\$202

☐ 1/8 Page

\$275

☐ 1/8 Page

\$179

☐ 2" Ad

\$275

☐ 2" Ad

\$179

☐ 1" Ad

\$212

☐ 1" Ad

\$136

☐ Bold Listing

\$168

☐ Bold Listing

\$111

Please Check ✓ Ad Size
to Place Your Ad in
The Funeral Home
& Cemetery Directory

BEGINNING PAGES - FULL COLOR GLOSS

☐ Full Page - Full Color

\$2720.00

☐ Half Page - Full Color

\$2089.00

BEGINNING PAGES - BLACK & WHITE

☐ Full Page - B/W

\$ 1230.00

☐ Half Page - B/W

\$ 802.00

☐ 1/4 Page - B/W

\$ 499.00

ADVERTISING WITHIN TEXT

MAIN AD

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\$312

☐ 1/5 Page

\$202

☐ 1/8 Page

\$275

☐ 1/8 Page

\$179

☐ 2" Ad

\$275

☐ 2" Ad

\$179

☐ 1" Ad

\$212

☐ 1" Ad

\$136

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
(Payable to Nomis Publications, Inc.)

☐ MasterCard

☐ Discover

☐ Visa

☐ American Express

Cardholder

Acct. # Exp.

CID (3 or 4 digit code)

Signature Date
(required on all orders)

Advertising options now available at www.nomispublications.com
Call for Discounted Rates

AUTHORIZATION

The enclosed payment is authorization to place the ad copy attached in the 2019 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 2018.

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.

PRODUCT SERVICE HEADINGS

ACCOUNTING/BOOKKEEPING SYSTEMS
ACKNOWLEDGMENT CARDS
ACQUISITION/MERGER, CORPORATE FIRMS
ACQUISITION/MERGER, SERVICES/ADVISORS
ADVERTISING/MARKETING SERVICES
AFTERCARE SERVICES
AIR PURIFIERS
AIR TRAYS
ALKALINE HYDROLYSIS EQUIPMENT
ANNOUNCEMENT BOARDS
ANTIQUE FUNERAL EQUIPMENT
ASPHALT PAVEMENT COATINGS
AUTOMOBILE CONVERSION EQUIPMENT/HARDWARE
AUTOMOBILE DETAILING
AUTOMOBILE LIVERY/RENTAL
AUTOMOBILE REPAIR
AUTOMOBILE SIGNS
AUTOMOBILES (Hearses, Limos, Conversions, Flower Cars)
BAGPIPE SERVICES
BELLS/CARILLONS/TOWERS
BIBLES/CRUCIFIXES/ROSARIES
BODY BAGS
BODY LIFTS
BODY POSITIONERS
BRONZE MEMORIALS
BRONZE REFINISHING
BURIAL CONTAINERS
BURIAL GARMENTS/PLASTICS/SHROUDS
BURIAL GARMENTS, INFANT
BURIAL PROPERTY RESALE
BURIAL SHOES
BUSINESS BROKERS
BUSINESS EQUIPMENT CONSIGNEES/LIQUIDATORS
BUSINESS EVALUATIONS
BUTTERFLY RELEASE
BUYING COOPERATIVES
CAISSONS/BURIAL WAGONS
CALENDARS
CANDLES/CANDLESTICKS
CARPETING
CASKET ACCESSORIES
CASKET BIER
CASKET BIER, INFANT
CASKET CARRIAGES
CASKET DISPLAY RACK/TRUCK/BIER REPAIR
CASKET DISPLAY RACKS/TRUCKS
CASKET HARDWARE/PAINT
CASKET INTERIOR PRODUCTS
CASKET LIFT REPAIR
CASKET LIFTS
CASKET LOWERING DEVICE REPAIR
CASKET LOWERING DEVICES
CASKET PLACER/PLACER DRAPES
CASKET RACKS, STORAGE
CASKET SHELLS/STAMPINGS
CASKETS
CASKETS, INFANT
CEMETERY DESIGN/MAPPING
CEMETERY ENTRANCES
CEMETERY EQUIPMENT
CEMETERY LIGHTS
CEMETERY MACHINERY
CEMETERY PLOT MARKERS/FLAGS
CEMETERY SUPPLIES
CEMETERY VASES
CHAIRS
CHAPEL FURNITURE/EQUIPMENT
CHRISTMAS DISPLAYS
CLEANING AGENTS/JANITORIAL SUPPLIES
CLOTHES/HAT RACKS
COLLECTION AGENCIES
COLUMBARIUMS
COMBINATION CASKET/VAULT
COMBINATION CASKET/VAULT, INFANT
COMPUTER SYSTEMS/SOFTWARE
CONSULTANTS
CONTINUING EDUCATION SEMINARS
CONTRIBUTION BOXES
CORRESPONDENCE COURSES
COSMETICS
CREMAINS PROCESSORS
CREMATION BAGS
CREMATION CHAMBERS
CREMATION CONTAINERS
CREMATION CONTAINERS, INFANT
CREMATION EQUIPMENT
CREMATION EQUIPMENT REPAIR
CREMATION NICHE
CREMATION ROLLERS
CREMATION TABLES
CREMATION TAGS/TRACKING
CREMATION TRAY LINERS
CREMATION TRAYS
CREMATION URN DISPLAY RACKS/CARRIERS
CREMATION URN MARKERS
CREMATION URN WRAPS/BAGS/COVERS
CREMATION URNS

CREMATION URNS, INFANT
CREMATION VAULTS
CREMATION/ALTAR
CREMATORY SUPPLIES
DEATH CERTIFICATE MANAGEMENT
DEATH CERTIFICATE RETRIEVAL
DESK & DOOR SIGNS
DEVOTIONAL EQUIPMENT
DIRECTORY STANDS (FLOOR/WALL/ELECTRONIC)
DISINTERMENT/GRAVE RELOCATION SERVICE
DOVE CEREMONIES/PROGRAMS
EMBALMING CHEMICALS
EMBALMING INSTRUMENTS
EMBALMING MACHINE REPAIR
EMBALMING MACHINES
EMBALMING SUPPLIES
EMBALMING TABLE REPAIR
EMBALMING TABLES
EMPLOYMENT SERVICES
ENGRAVING
ESTATE APPRAISAL/LIQUIDATING
ESTATE PLANNING
EULOGY SERVICES
FACTORYING
FILING/STORAGE/ARCHIVING SYSTEMS
FINANCIAL SERVICES
FIRST CALL MATS
FIXTURES/FURNISHINGS
FLAGS-AMERICAN (Cases, Manufacturers, Poles)
FLOOR MATTING/ENTRANCE MATS
FLORAL RACKS & STANDS
FLORAL RECORDS
FLORAL SERVICES
FLORAL SUPPLIES/CEMETERY WREATHS
FLORISTS
FLOWER TRAYS
FOOD SERVICE PROVIDERS
FOUNTAINS/LAKE AERATORS
FRANCHISING
FUNERAL ESCORT (Motorcycle/Motorcade)
FUNERAL FLAGS
FUNERAL HOME ARCHITECTS
FUNERAL HOME INTERIOR DESIGN
FUNERAL HOME PLANNING/DESIGN/CONTRACTORS
FUNERAL PERSONNEL SUITS/UNIFORMS
FUNERAL RECORD BOOKS
FUNERAL SUPPLIES (GENERAL)
FUNERAL WINDSHIELD STICKERS
GIFTS FOR FUNERAL DIRECTORS
GLOVES (Disposable, Medical, Pallbearers)
GRAVE MARKERS
GRAVE MARKERS, POLISHING
GRAVE MARKERS, PRE-CUT STENCIL DESIGN
GREEN FUNERAL PRODUCTS
HEAD/ARM RESTS
HEATING/AIR CONDITIONING, PORTABLE
HOISTS/LIFTS/ELEVATORS
INFECTION CONTROL PRODUCTS
INSTRUMENT STERILIZERS
INSURANCE (Lost Policy Locator)
INSURANCE/INVESTMENTS
INVESTIGATIONS/INQUEST
JEWELRY BAGS
KIOSKS
LAMINATING SUPPLIES
LAMINATIONS
LANDSCAPING/GROUNDS MAINTENANCE
LAWN/TURF MAINTENANCE EQUIPMENT
LEASING SERVICES (Auto, Equipment, Etc.)
LECTERNS/REGISTRIES
LEGAL ASSISTANCE
LIFTS, CASKET (HYDRAULIC)
LIGHTS/LIGHT BULBS
LITERATURE RACKS
LITTER RECEPTACLES
MAILING LISTS/SERVICES
MANAGERIAL SERVICES
MARKET RESEARCH/SURVEYS
MAUSOLEUM BUILDERS
MAUSOLEUM DESIGN
MAUSOLEUM SUPPLIES
MAUSOLEUM TRAYS
MEDICAL SUPPLIES
MEMORIAL BOOKS/CARDS/SERVICE FOLDERS
MEMORIAL KEEPSAKES
MEMORIAL PHOTOGRAPHS/PHOTO RESTORATION
MEMORIAL PICTURE FRAMES
MEMORIAL PORTRAITS/PLAQUES/DISPLAY CASES
MEMORIAL TABLETS
MEMORIAL TREES/SOIL
MEMORIAL/MEMORY BOARDS
MICROPHONES, WIRELESS
MONOGRAMS
MONUMENT/STATUARY RESTORATION
MOSAICS
MOTORCYCLE HEARSE
MUSEUMS

MUSIC RECORDINGS
MUSIC SYSTEMS
NAME PLATES
NECKTIES
ODOR CONTROL
OFFICE EQUIPMENT
ON-LINE MEMORIALS
ON-LINE MESSAGE BOARDS/CHAT ROOMS
OSHA COMPLIANCE (Consultants / Equipment)
PASTORAL SERVICES
PAYROLL SERVICES
PEWS
PHOTOENGRAVING
POST CREMATION IMPLANT/FILLING/PACEMAKER
DISPOSAL
PRE-NEED SERVICES
PREPARATION ROOM DESIGN/CONSULTATION
PRINTING
PRINTING FOIL
PRINTING MACHINES
PROMOTIONAL PRODUCTS
PUBLIC ADDRESS SYSTEMS
PUBLIC RELATIONS
PUBLICATIONS, GRIEF
PUBLICATIONS, TRADE
REAL ESTATE SALES
REFRIGERATION UNITS
REGISTER BOOKS
REGISTER BOOKS, INFANT
REGISTER STANDS
ROOM DIVIDERS/PARTITIONS
RUBBER PRODUCTS
SAFETY CLOTHING/EQUIPMENT
SEMINARS/LECTURERS
SHIPPING CASES, METAL
SIGNS (INDOOR)
SIGNS (OUTDOOR)
SIRENS
SNOW REMOVAL EQUIPMENT
STAINED/LEADED GLASS
STATUARY/BENCHES
STORAGE RACKS (CASKET & BODY)
STRESS MANAGEMENT
STRETCHER/COT COVERS
STRETCHER/COT REPAIR
STRETCHERS/COTS
SUCCESSION PLANNING
SUNDRIES
TELEPHONE ANSWERING EQUIPMENT
TELEPHONE ANSWERING SERVICES
TELEPHONE MARKETING EQUIPMENT
TELEPHONE, MESSAGES ON HOLD
TENTS & ACCESSORIES
TRAFFIC CONTROL SIGNS
TRAINING SERVICES, EMPLOYEE
TWO-WAY RADIO COMMUNICATIONS
TYPEWRITER SUPPLIES
UMBRELLAS
UNIFORMS
URN BEDS
VACUUM CLEANERS
VAULT CONCRETE EQUIPMENT
VAULT DOLLIES
VAULT FORMS
VAULT LOWERING DEVICES
VAULT PAINTS
VAULT SEALANTS
VAULT SUPPLIES
VAULTS
VEILS/BLANKETS
VENTILATION
VIDEO MEMORIALS
WASTE/BIOHAZARD RECEPTACLES
WATERFALLS/WETWALLS
WEBSITE/APP DESIGN & DEVELOPMENT
WEBCASTING
WILDLIFE/PEST CONTROL SERVICES
WITNESSES, EXPERT
WROUGHT IRON CARRIERS/RACKS/STANDS

PET MEMORIALIZATION HEADINGS:
ACQUISITION/MERGER, CORPORATE FIRMS
ASSOCIATIONS
CASKETS
COMPUTER SYSTEMS/SOFTWARE
CONSULTANTS/MARKETING
CREMATION BAGS
CREMATION CONTAINERS
CREMATION EQUIPMENT
CREMATION URNS
GRAVE MARKERS
GRIEF SUPPORT
MEMORIAL KEEPSAKES
PRE-NEED SERVICES
VIDEO MEMORIALS

MECHANICAL REQUIREMENTS

BLACK & WHITE ADVERTISING

The following sizes are for advertising placed in the **Buyer’s Guide** under a Product/Service heading or in the **Funeral Home & Cemetery Directory** under a city/state.

2 Column Width 7 1/8”		1 Column Width 3 1/2”	
	Height		Height
Full Page	9 5/8”	Half Page	9 5/8”
Half Page	4 3/4”	1/3 Page	7”
1/3 Page	3 3/16”	1/4 Page.....	5”
1/4 Page	2 1/2”	1/5 Page	4”
1/5 Page	1 7/8”	2” Ad	2”
1/8 Page	1”	1” Ad	1”
No bleeds allowed - Quality Laser Print or Digital File*			

The following sizes are for advertising placed in the beginning pages of the **Buyer’s Guide**.

Full Page	8” x 10 1/2”		
Half Page Horizontal	8” x 5 1/8”	Half Page Vertical.....	3 7/8” x 10 1/2”
Quarter Page Horizontal.....	8” x 2 5/8”	Quarter Page Vertical.....	3 7/8” x 5 1/8”

No bleeds allowed - Supply Quality Laser Print or Digital File*

The following sizes are for advertising placed in the beginning pages of the **Funeral Home & Cemetery Directory**.

STANDARD		POCKET	
Full Page	8” x 10 1/2”	Full Page	4 1/2” x 6 1/2”
	Horizontal		Horizontal
Half Page	8” x 5 1/8”	Half Page	4 1/2” x 3 1/4”
Quarter Page	8” x 2 5/8”	Quarter Page.....	4 1/2” x 1 1/2”
	Vertical		Vertical
Half Page	3 7/8” x 10 1/2”	Half Page	2 3/16” x 6 1/2”
Quarter Page.....	3 7/8” x 5 1/8”	Quarter Page.....	2 3/16” x 3 1/4”
No bleeds allowed - Supply Quality Laser Print or Digital File*			

FULL COLOR ADVERTISING

The **Buyer’s Guide Front Cover Photo**. Supply original or high resolution digital color photo. Include short description of photo (up to 50 words) and firm information for cover key. Call for availability of space.

The following sizes are for full color advertising placed in the beginning pages of the **Buyer’s Guide**.

Full Page.....	Live Matter Image Area 8” x 10 1/2”, Trim 8 1/2” x 11” bleed allowed
Half Page Horizontal	8” x 5 1/8” no bleed allowed
Half Page Vertical.....	3 7/8” x 10 1/2” no bleed allowed

The following sizes are for full color advertising placed in the beginning pages of the **Funeral Home & Cemetery Directory**.

Full Page: Standard Live Matter Image Area 8” x 10 1/2”, Trim 8 1/2” x 11” bleed allowed	
PocketLive Matter Image Area 4 1/2 ” x 6 1/2”, Trim 5” x 7” bleed allowed	
Half Page Horizontal: Standard.....	8” x 5 1/8” no bleed allowed
Pocket	4 1/2” x 3 1/4” no bleed allowed
Half Page Vertical: Standard	3 7/8” x 10 1/2” no bleed allowed
Pocket	2 3/16” x 6 1/2” no bleed allowed

GRAPHIC DESIGN of black & white ad copy will be done free of charge for firms not using the services of an advertising agency. Copy supplied should be noted with typesyles and sizes preferred. Any logos provided should be sharp (preferably black ink) or digital file and not of a raised texture. Photographs are acceptable in color or black & white. A first proof is available by request only. Additional proofs @ \$20.00.

***DIGITAL FILES** to be provided in .pdf format. Embed all fonts. Photos at 600+ dpi. Full color CMYK. Email or provide disk. A hardcopy of ad must be provided. No Microsoft Publisher documents accepted. Photos/logos can be provided in .jpg format.