



**BUYER'S GUIDE**  
 Advertisers can increase  
 their exposure with  
 Online Advertising  
[www.nomispublications.com](http://www.nomispublications.com)

## RATES LARGE SPACE ADVERTISING

### BUYER'S GUIDE

Beginning Pages - Full Color	Beginning Pages - B/W
Front Cover Photo ..... \$ 584.00	Full Page ..... \$1252.00
Full Page-Full Color ..... \$2450.00	Half Page ..... \$ 815.00
Half Page-Full Color ..... \$1826.00	Quarter Page ..... \$ 506.00

### FUNERAL HOME & CEMETERY DIRECTORY

Full Page - Full Color.....	\$2720.00
Half Page - Full Color.....	\$2089.00
Full Page - Beginning Pages - B/W.....	\$1230.00
Half Page - Beginning Pages - B/W.....	\$ 802.00
Quarter Page - Beginning Pages - B/W.....	\$ 499.00

Call for availability of cover advertising.  
 Call for extra ad rates if placing more than one large space ad.

### ADVERTISING WITHIN TEXT

Rates apply to advertising in either the Buyer's Guide or the Funeral Home & Cemetery Directory.

#### MAIN AD

Full Page.....	\$1167
Half Page.....	\$712
1/3 Page.....	\$466
1/4 Page.....	\$391
1/5 Page.....	\$324
1/8 Page.....	\$292
2" Ad.....	\$292
1" Ad.....	\$225
Bold Listing.....	\$178
Specific placement add	\$75.00

Extra ads - Rates apply to combined advertising in either the Buyer's Guide or the Funeral Home & Cemetery Directory.

#### EXTRA ADS

Full Page.....	\$763
Half Page.....	\$464
1/3 Page.....	\$302
1/4 Page.....	\$256
1/5 Page.....	\$214
1/8 Page.....	\$190
2" Ad.....	\$190
1" Ad.....	\$145
Bold Listing.....	\$118
Specific placement add	\$60.00 ea.

## PRODUCT/SERVICE CATEGORY LISTINGS

	In the Buyer's Guide	
Up to 5.....	Free	Next 25.....\$10.00 each

Call for discounts if placing over 25 listings.

### FREE TO ALL ADVERTISERS

Buyer's Guide  
 Funeral Home & Cemetery Directory - Standard Size  
 Funeral Home & Cemetery Directory - Pocket Size

### PAYMENT TERMS

Payment due within 30 days of order. All advertising must be paid in full prior to May 15, 2020.

### AGENCY COMMISSION

An agency commission of 15% is allowed only to recognized agencies if camera ready copy is provided to the mechanics shown. Payment must be made in 60 days or commission will be forfeited.

**DEADLINE - MAY 15, 2020**  
**PUBLICATION - OCTOBER 2020**

## 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 3/8"	Half Page.....	9 3/8"
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"x10 1/2"
Half Page Horizontal.....	8"x5 1/8"
Half Page Vertical.....	3 7/8"x10 1/2"
Quarter Page Horizontal.....	8"x2 9/8"
Quarter Page Vertical.....	3 7/8"x5 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

Full Page.....	8"x10 1/2"
Horizontal	
Half Page.....	8"x5 1/8"
Quarter Page.....	8"x2 9/8"
Vertical	
Half Page.....	3 7/8"x10 1/2"
Quarter Page.....	3 7/8"x5 1/8"

#### POCKET

Full Page.....	4 1/2"x6 1/2"
Horizontal	
Half Page.....	4 1/2"x3 1/4"
Quarter Page.....	4 1/2"x1 1/2"
Vertical	
Half Page.....	2 3/16"x6 1/2"
Quarter Page.....	2 3/16"x3 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"x10 1/2", Trim 8 1/2"x11" bleed allowed
Half Page Horizontal.....	8"x5 1/8" no bleed allowed
Half Page Vertical.....	3 7/8"x10 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"x10 1/2", Trim 8 1/2"x11" bleed allowed
Pocket.....	Live Matter Image Area 4 1/2"x6 1/2", Trim 5" x 7" bleed allowed
Half Page Horizontal: Standard.....	8"x5 1/8" no bleed allowed
Pocket.....	4 1/2"x3 1/4" no bleed allowed
Half Page Vertical: Standard.....	3 7/8"x10 1/2" no bleed allowed
Pocket.....	2 3/16"x6 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 typesizes 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 by email. Embed all fonts. Photos at 600+ dpi. Full color CMYK. A hardcopy of ad must be provided. No Microsoft Publisher documents accepted. Photos/logos can be provided in .jpg format.

### CIRCULATION

Buyer's Guide - Over 15,000  
 Funeral Home & Cemetery Directory - Over 18,000

**Nomis Publications Buyer's Guide • PO Box 5159 • Youngstown, Ohio 44514**  
**1-800-321-7479 • Fax (800) 321-9040 • www.nomispublications.com**