

ADVERTISE WITH **CANA**

# 2024 MEDIA KIT OPPORTUNITIES



**ADVERTISING INQUIRIES**  
DENISE COSTELLO  
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**EDITORIAL INQUIRIES**  
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**G**et in front of CANA's 3500 member businesses four times a year! Ensure that you're communicating with the funeral directors, cemeterians, and crematory owners and operators who are buying your products and services.

AD SIZE OPTIONS

Full Page  
 8.75 x 11.25"  
 (with bleeds)  
 7.5 x 10"  
 (live area)

Half Page  
 Vertical  
 3.625 x  
 10"

Half Page  
 Horizontal  
 7.5 x 5"

Quarter  
 Page  
 3.625 x 5"

Color Rates	1x	2x	4x
Full-Page	\$1560	\$1450	\$1290
Half-Page Horizontal	\$1250	\$1175	\$1075
Half-Page Vertical	\$1250	\$1175	\$1075
Quarter-Page	\$1100	\$1030	\$950
2-Page Spread	\$2165	\$2010	\$1760

Black & White Rates	1x	2x	4x
Full-Page	\$945	\$840	\$690
Half-Page Horizontal	\$635	\$570	\$470
Half-Page Vertical	\$635	\$570	\$470
Quarter-Page	\$485	\$430	\$350
2-Page Spread	\$1590	\$1435	\$1190

Premium Rates	1x
Inside Front Cover	\$250 Additional
Inside Back Cover	\$250 Additional
Back Cover	\$325 Additional

# EDITORIAL CALENDAR

## 2024, Issue 1

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Ad Reservations Due: January 8  
**Special Section:** CANA Symposium Recap.  
Delivered early March.

## 2024, Issue 2

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Ad Reservations Due: April 8  
**Special Sections:** Annual Statistics Report and CANA Convention Preview.  
Delivered early June.

## 2024, Issue 3

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Ad Reservations Due: July 8  
**Special Sections:** CANA Marketplace.  
Delivered early September.

## 2024, Issue 4

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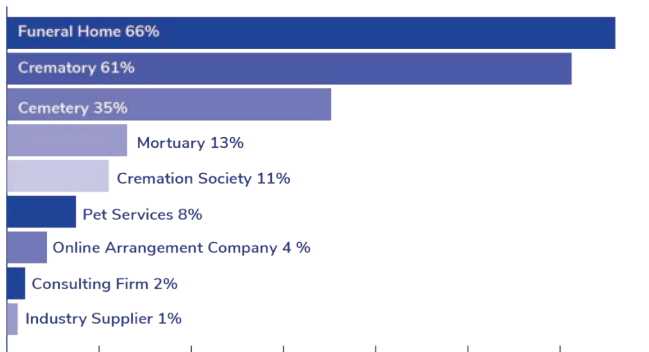
Ad Reservations Due: October 7  
**Special Sections:** CANA Convention Recap and Symposium Preview.  
Delivered early December.

### CANA EVENTS

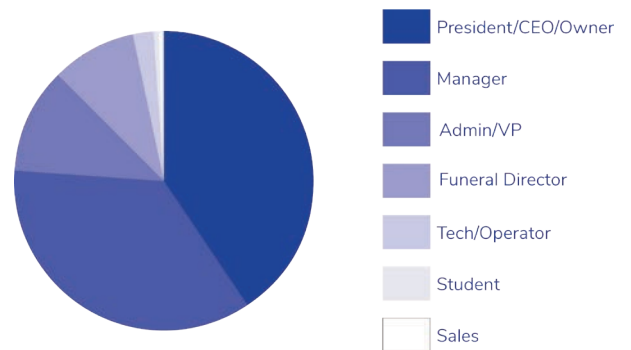
Cremation Symposium, February 14-16, 2024

106<sup>th</sup> Annual Convention and Tradeshow, September 11-13, 2024

Readership by Place of Employment



Readership by Professional Title



## THE CANA MARKETPLACE

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### SPECIAL OPPORTUNITY FOR CANA SUPPLIER MEMBERS

The CANA Marketplace is an annual shopping directory for member funeral homes, crematories, and cemeteries looking to purchase cremation-related products and services from their fellow members. Published in Issue 4 of the magazine each year, the directory offers a brief description and contact information for every CANA Supplier Member. Supplier Members can include their company logos in their directory listing for \$50—or they can purchase a display or digital ad and have their logo included in the directory for FREE! Talk to Denise Costello about this offer at [Denise@cremationassociation.org](mailto:Denise@cremationassociation.org) or 708.837.4135.

**ADVERTISER INFORMATION**

Company \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**BILLING INFORMATION (if different)**

Company \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**ADVERTISING FREQUENCY**     1 Time     2 Times     3 Times     4 Times

**2024 ISSUE PLACEMENTS**

- Issue 1 (winter)
- Issue 2 (spring)
- Issue 3 (summer)
- Issue 4 (fall)

**COLOR**

- Black and White
- Four Color

**AD SIZE**

- Full Page
- 1/2 Page Horizontal
- 1/2 Page Vertical
- 1/4 Page
- 2-Page Spread
- CANA Marketplace Logo  
*(complimentary to CANA members with any 2024 ad purchase)*

**PREMIUM POSITION**

- Back Cover
- Inside Front Cover
- Inside Back Cover
- None

**AMOUNT DUE**

Per Ad Cost \_\_\_\_\_

Premium Position \_\_\_\_\_

Total Cost \_\_\_\_\_

**AUTOMATIC BILLING**

If you prefer to be automatically charged at the time of publication, please provide your credit card information below.

Name on Card \_\_\_\_\_ Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CCV \_\_\_\_\_

- |   |  |   |  |
|---|--|---|--|
| <p>1 The Cremation Association of North America (hereafter "Publisher") reserves the right to reject any advertising that does not conform to publication standards.</p> <p>2 Advertisers and advertising agencies assume joint liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the Publisher from any claim or action based on the content of any advertisement published.</p> <p>3 Publisher holds advertisers and/or their agents jointly and severally liable in the event of non-payment, for such monies owed without commission as are due and payable to the Publisher.</p> | <p>4 Positioning of advertisements is at the discretion of the Publisher, unless the advertiser has specifically contracted for premium position.</p> <p>5 Any deliberate attempt to simulate the publication's format is prohibited. Publisher reserves the right to place the word "advertisement" on copy which, in the Publisher's opinion, resembles editorial matter or, in extreme cases, reject the advertisement unless it is redone, at the advertiser's expense, in a format that does not simulate editorial matter.</p> <p>6 Prepayment and satisfactory credit references may be required.</p> | <p>7 Advertisers will be billed at the one-time rate stated in the 2024 Media Kit unless contract and insertion orders specify higher frequency. Advertisers not fulfilling contracted frequency will be short-rated. Payment is due on invoicing after publication.</p> <p>8 Insertions on an account carrying a previous balance extending beyond 60 days from date of invoice will not be accepted. Accounts delinquent 90 days may be turned over to a collection agency.</p> <p>9 Insertion orders cancelled after published space closing date will be billed at earned-space rate. All cancellations must be made in writing no later than the</p> | <p>published space closing date.</p> <p>10 If the type, border or content of an advertisement does not reproduce satisfactorily, the Publisher reserves the right to alter it at the advertiser's expense.</p> <p>11 Only one discount may be applied to the advertising contract.</p> <p>12 Claims for errors in advertising must be brought to the Publisher's attention within 30 days following publication date. If the advertisement runs again with the same error, the advertiser is responsible.</p> <p>13 These terms and conditions shall apply to all advertising accepted by the Publisher, and these terms and conditions supersede any advertiser contract clauses.</p> <p>14 All advertisers will receive an invoice and a tear sheet on publication. Those with a CC on file will receive a tear sheet and an invoice marked as paid.</p> |
|---|--|---|--|

Signature \_\_\_\_\_ Date \_\_\_\_\_

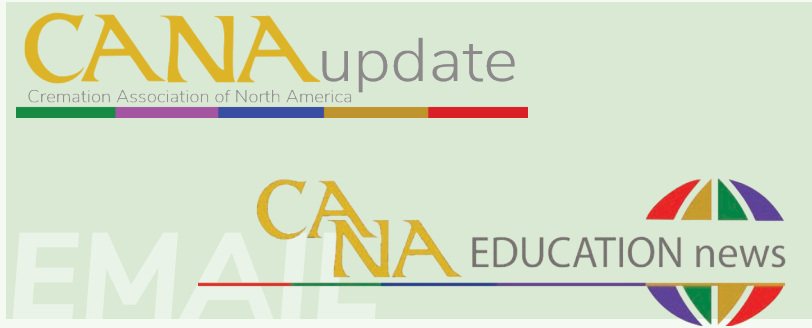
# DIGITAL ADVERTISING WITH CANA

## COMMUNICATION EMAILS

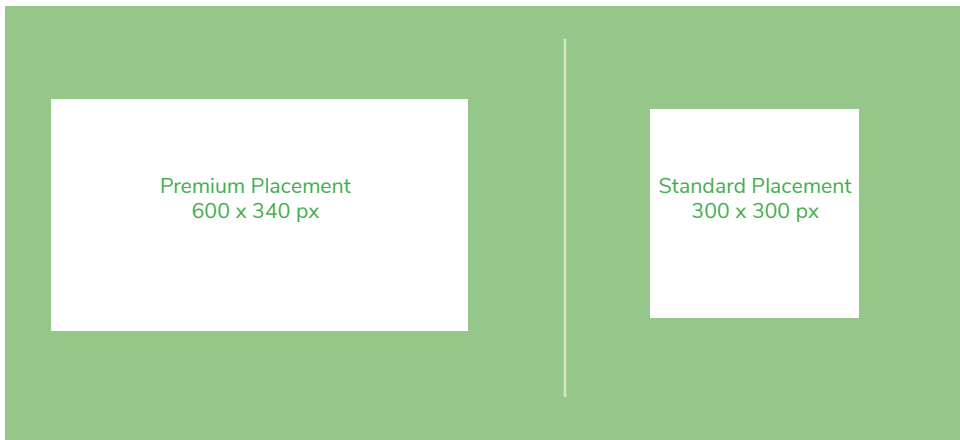
Our two bi-weekly electronic newsletters offer an avenue for frequent and timely contact.

**The CANA Update** - Specifically target your audience through this exclusive member-only communique.

**CANA Education News** - Reach all of our non-member CANA connections.



## AD SIZE OPTIONS



## EMAIL AD RATES

**PREMIUM AD**  
 1 month \$600  
 3 month \$1650  
 6 month \$3000  
 12 month \$5400

**STANDARD AD**  
 1 month \$300  
 3 month \$840  
 6 month \$1560  
 12 month \$2880

## AD SPECS

- web-ready
- 600x340px (premium ad)
- 300x300px (standard ad)
- jpg, gif, png format
- include destination link

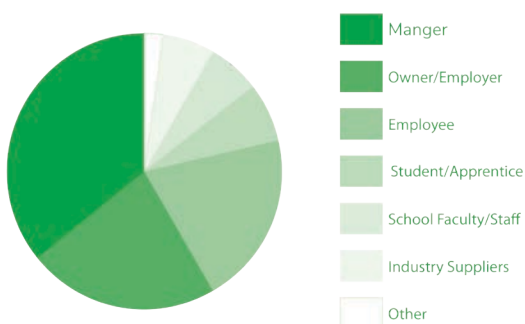
## CANA UPDATE

Audience: CANA Members  
 Average Reach: 5827  
 Average Open Rate: 34%

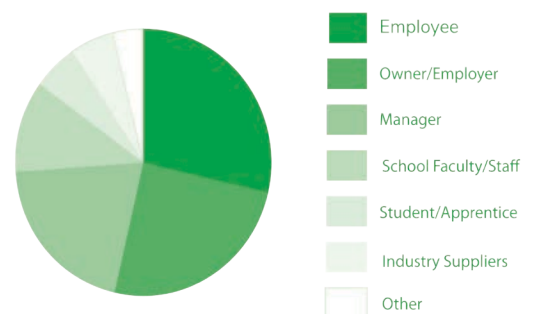
## CANA EDUCATION NEWS

Audience: Non-Members in CANA's mailing list  
 Average Reach: 9601  
 Average Open Rate: 33%

CANA Update Readership



Education Email Readership





WEB

## CANA WEBSITE

You'll be on display 24/7 to CANA members and industry professionals viewing us on the web. You'll also have a unique opportunity to connect with the general public who are visiting our site in search of cremation information.

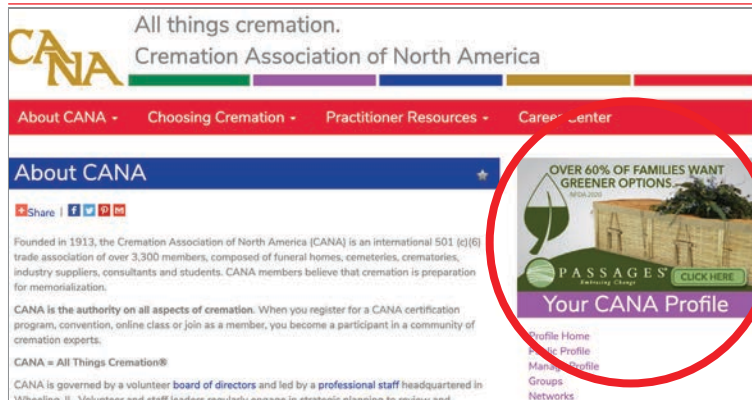
### AD SPECS

- png format
- 300 x 250px
- include destination link

### WEBSITE AD RATES

- 3 month run \$1650
- 6 month run \$2400
- 12 month run \$3900

### AD PLACEMENT



### WEBSITE ENGAGEMENT

AUGUST 2022 - JULY 2023

Audience: CANA Members, death care professionals, consumers

Pageviews: 465,512

Unique pageviews: 327,084

Average time on page: 01:43



# 2024 DIGITAL ADVERTISING CONTRACT

Cremation Association of North America (CANA)  
 499 Northgate Parkway, Wheeling, Illinois, USA 60090  
 Denise Costello, Advertising Sales • Phone: 708.837.4135  
 Fax: 312.321.4098 • denise@cremationassociation.org

## ADVERTISER INFORMATION

Company \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## PAYMENT INFORMATION

Company \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CCV \_\_\_\_\_

E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_

**WEBSITE ADVERTISING**     3 month (\$1650)     6 month (\$2400)     12 month (\$3900)

**EMAIL ADVERTISING • select one:**     Update     Education     Both

### STANDARD AD (half width)

- 1 month (\$300)
- 3 month (\$840)
- 6 month (\$1560)
- 12 month (\$2880)

### PREMIUM AD (full width)

- 1 month (\$600)
- 3 month (\$1650)
- 6 month (\$3000)
- 12 month (\$5400)

CANA Marketplace Logo (complimentary to CANA members with any 2024 ad purchase)

## AMOUNT DUE

Website Total _____
Email Total _____
Total Cost _____

- 1 The Cremation Association of North America (hereafter "Publisher") reserves the right to reject any advertising that does not conform to publication standards.
- 2 Advertisers and advertising agencies assume joint liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the Publisher from any claim or action based on the content of any advertisement published.
- 3 Publisher holds advertisers and/or their agents jointly and severally liable in the event of non-payment, for such monies owed without commission as are due and payable to the Publisher.
- 4 Positioning of advertisements is at the discretion of the Publisher, unless the advertiser has specifically contracted for premium position.
- 5 Any deliberate attempt to simulate the publication's format is prohibited. Publisher reserves the right to place the word "advertisement" on copy which, in the Publisher's opinion, resembles editorial matter or, in extreme cases, reject the advertisement unless it is redone, at the advertiser's expense, in a format that does not simulate editorial matter.
- 6 Prepayment and satisfactory credit references are required.
- 7 Insertion orders cancelled after published space closing date will be billed at earned-space rate. All cancellations must be made in writing no later than the published space closing date.
- 8 If the type, border or content of an advertisement does not reproduce satisfactorily, the Publisher reserves the right to alter it at the advertiser's expense.
- 9 Notice of digital ad cancellation must be made 1 month prior to cancellation date. Termination of contract can be negotiated.
- 10 Claims for errors in advertising must be brought to the Publisher's attention within 30 days following publication date. If the advertisement runs again with the same error, the advertiser is responsible.
- 11 These terms and conditions shall apply to all advertising accepted by the Publisher, and these terms and conditions supersede any advertiser contract clauses.
- 12 All digital email advertisers will receive a test email prior to the full email run.

Signature \_\_\_\_\_ Date \_\_\_\_\_