

THE CREMATIONIST OF NORTH AMERICA

The official publication of The Cremation Association of North America

2008 Media Planner & Advertising Rates



401 North Michigan Ave.
Chicago, IL 60611
P: 312.245.1077
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CANA@smithbucklin.com
www.cremationassociation.org

Reach Your Key Prospects —

Advertise in the Official Publication of the Cremation Association of North America

In today's fast-paced business environment, professionals need to stay on top of rapid changes in the industry — from business operations to legal regulations, to the latest technologies. As the official publication of CANA, *The Cremationist* is uniquely positioned as the leading business resource for this highly targeted and profitable market. Reach the business owners and decision makers who determine what products and services they need to stay competitive, serve their clients and improve their bottom-line results.

Published quarterly, *The Cremationist* delivers business-oriented information to more than 1,400 cemeterians, funeral directors and cremationists. Each issue includes timely articles, regular columns and news from CANA Headquarters.

CANA members turn to *The Cremationist* for knowledge on running a successful operation. As part of their member package, the publication is sent to all CANA members — your targeted audience that is buying products and services. Make sure you let them know what you have to offer!

Advertise in *The Cremationist* and raise your company's level of recognition. Increase sales through a variety of channels:

- ✓ **Target marketing** – *The Cremationist* focuses on your target market of cemeterians, funeral directors and cremationists.
- ✓ **Greater sales** – Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising return on investment.
- ✓ **Rich reader experience** – *The Cremationist* addresses cremation-specific industry needs resulting in high readership and enhanced exposure for your advertisement.
- ✓ **Awareness** – Studies have shown that 90 percent of magazine readers pay full attention when reading magazine editorial and advertising content.
- ✓ **Lasting value** – Readers keep *The Cremationist* for future use and review. This equals positive reinforcement of your advertising message.
- ✓ **Credibility** – *The Cremationist* enjoys a growing reputation as the “magazine to read” in the cremation industry. This credibility extends to its advertisers.
- ✓ **Creative connections** – The relationship of trade magazine editorial and advertising content are actionable. Readers connect with your brand.

Reserve your advertising space today.

Contact Jenny Schooley at 312.673.4791 or jschooley@smithbucklin.com



**Cremationist Magazine
2008 Advertising Rates and Closing Dates**

The Cremationist

Black & White

	1x	2x	4x
Full Page	\$805	\$725	\$605
½-Page horizontal	\$540	\$490	\$410
½-Page vertical	\$540	\$490	\$410
1/4 Page	\$415	\$375	\$305
2-Page spread	\$1,445	\$1,305	\$1,080

Two, Three & Four Color

	1x	2x	4x
Full Page	\$1,330	\$1,250	\$1,130
½-Page horizontal	\$1,065	\$1,015	\$935
½-Page vertical	\$1,065	\$1,015	\$935
1/4 Page	\$940	\$890	\$830
2-Page spread	\$1,970	\$1,827	\$1,600

Ad Sizes

- Full Page - 7" x 10"
- Half-Page Horizontal - 7" x 4 7/8"
- Half-Page Vertical - 3 3/8" x 10"
- Quarter Page - 3 1/2" x 4 1/2"
- Full-Page with Bleeds: 8 3/4" x 11 1/2"

Live matter should be kept 1/2" from measurements (for full-page bleeds, keep live matter within 8 1/4 x 10 3/4. Spread pages should be created as two separate full pages.

Cover Premiums

All rates are net. Request ad position on contract. Ads for cover placement must be four-color process. Advertisers with 4x insertions are given first priority for cover positions.

- Inside Front Cover: \$250 Additional
- Inside Back Cover: \$250 Additional
- Back Cover: \$325 Additional

Classified Ads

\$35 per ad with a maximum of 50 words. Each additional word is 25 cents.

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F:312.245.1094

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Cremationist 2008 Closing Dates

Winter – Mails Jan. 22, 2008

Space: Nov. 14, 2007
Materials: Dec. 10, 2007

Spring – Mails April 16, 2008

Space: Feb. 13, 2008
Materials: March 10, 2008

Summer – Mails July 16, 2008

Space: May 7, 2008
Materials: June 9, 2008

Fall – Mails October 15, 2008

Space: Aug. 8, 2008
Materials: Sept. 8, 2008

The Cremationist Advertising Contract

CANA, 401 North Michigan Avenue, Chicago, IL 60611, P: 312.673.4791, Fax: 312.245.1094

Advertiser _____

Contact Name _____ E-mail _____

Address _____

City _____ State/Province _____ Zip/PostalCode _____

Phone _____ Fax _____

Signature _____

Frequency: 1-Time 2-Times 4-Times

2008 Issues: Winter Spring Summer Fall

Size of Ad: Full Page
 1/2 Page Vertical
 1/2 Page Horizontal
 1/4 Page Horizontal

Premium Position: Back Cover Inside Front Cover Inside Back Cover

Color: Black & White Four-Color

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 from first-time advertisers. NO credit is allowed on classified advertising.
7. Advertisers will be billed at the one-time rate unless contract and insertion orders specify higher frequency. Advertisers not fulfilling contracted frequency will be short-rated. Payment is due on invoicing.
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.
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 published space closing date.
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.
11. 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.
12. These terms and conditions shall apply to all advertising accepted by the Publisher, and these terms and conditions supersede any advertiser contract clauses.