

Effective January 1, 2010
FIRST INCREASE IN 4 YEARS!!

THE TARHEEL DIRECTOR

ADVERTISING FACT SHEET



Published by the Funeral Information Network for the North Carolina Funeral Directors Association
5860 Faringdon Place, Suite 2, Raleigh, NC 27609
919-876-7886 • 800-616-2332 • FAX: 919-876-5382 • E-Mail: staff@ncfda.org

AD SPECIFICATIONS

Electronic file transmission is required. **Full Page Bleed:** Should be sent with 1/8" bleed needed (if desired). The following or similar DIGITAL software formats are recommended: Illustrator, InDesign, Pagemaker, Photoshop or Quark. Digital files should be accompanied with all printer and screen fonts and any attached graphic files and saved with the proper file extensions. Word Perfect, Microsoft Word documents and ads created in programs other than those specified are not accepted. Non-full page ads should include a frame/border surrounding the ad at the correct specified ad dimensions.

AD CONSTRUCTION

Ad alteration or construction services are available for a fee of \$30.00 per hour (with a possible one hour minimum charge).

AGENCY COMMISSION

Agency commission is 15% of gross billing to recognized advertising agencies only. Only agencies submitting camera ready artwork will be eligible for this discount.

CANCELLATIONS

No cancellations or alterations of space will be accepted after the closing date. Cancellations must be received in writing.

CONTRACT AND COPY

All advertising is subject to the approval of the publisher. The advertiser agrees to indemnify NCFDA, Funeral Information Network and/or The Tarheel Director against claims resulting from unauthorized use of advertising. NCFDA reserves the right to repeat the most recent ad run or to charge for the space reserved if ad materials or copy changes are not received by the closing date.

DEADLINE/PUBLICATION DATES

All advertising and publication material for the current issue must be received by the first day of the first month. (Example: Material for the January/February/March issue should be submitted by January 1.)

Advertising Rates

The following contract rates are on a per issue basis (ad dimensions on contract page):

Ad Size	1 Issue	2 Issue	4 Issue
		7.5% Disc	15% Disc
1 Page Inside Color*	\$580.00	\$537.50	\$500.00
1 Page	465.00	430.00	400.00
1/2 Page	290.00	268.75	250.00
1/3 Page	230.00	215.00	200.00
1/4 Page	168.00	155.00	145.00

*Inside front cover and inside back cover only
(alternating issues)

The magazine is published four times a year on the following basis: January/February/March, April/May/June, July/August/September and October/November/ December.

DISTRIBUTION

Approximately 700 to NCFDA members, officials of all eastern state funeral directors associations, eastern funeral service schools and any individual or group with a need as determined by NCFDA.

PHOTOGRAPHS/GRAPHICS

Photographs should be sent as TIFF, JPG, PSD, EPS, DCS and PDF. Graphics or drawings should be sent as an EPS, AI or PDF file.

PRESS RELEASES

Press releases may be sent via e-mail (preferred), fax or mail to the addresses above. The e-mailed release can be sent within the e-mail, attached as a Word 95 or newer file or saved as an RTF file. All photos should be attached separately.

TERMS

Net thirty (30) days. Billing is semi-annually on the first issue of a two and four issue contract. Payment in advance maybe required for all first-time advertisers and must be included with the contract and/or insertion order by the closing deadline.

THE TARHEEL DIRECTOR

CONTRACT FOR ADVERTISING

I, as a duly authorized representative for the firm named below, request that you print advertising in the North Carolina Funeral Directors Association Publication, The Tarheel Director, as follows:

AD SIZE	WIDTH X DEPTH	WIDTH X DEPTH
<input type="checkbox"/> Full Page Inside Color*	7" x 9 1/2"	Bleed: 8 1/2" x 11" + 1/8"
<input type="checkbox"/> Full Page Ad	7" x 9 1/2"	Bleed: 8 1/2" x 11" + 1/8"
<input type="checkbox"/> 3/4 Page Back Cover	7 1/2" x 7 1/2"	
<input type="checkbox"/> 1/2 Page Ad	7" x 4 1/2"	3 1/2" x 9 1/2"
<input type="checkbox"/> 1/3 Page Ad	7" x 3 1/4"	
<input type="checkbox"/> 1/4 Page Ad	4 3/4" x 3"	3 1/4" x 4 3/4"

*Inside front cover and inside back cover only (alternating issues)

SPECIFY ISSUE(S)	SPECIFY AD TO USE
<input type="checkbox"/> January/February/March 2010	_____
<input type="checkbox"/> April/May/June 2010	_____
<input type="checkbox"/> July/August/September 2010	_____
<input type="checkbox"/> October/November/December 2010	_____

CONTRACT TERM

One Issue Contract

Two Issue Contract (Approximately a 7.5% Discount Per Issue)

Four Issue Contract (Approximately a 15% Discount Per Issue)

I will submit the copy and receive invoices as per the information on the Advertising Fact Sheet.

Signed: _____ Date: _____

Representing: _____

Advertising Agency (If Applicable) _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____

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