

# The FCCFA **Chronicle**

Official voice of the Florida cemetery, crematory and funeral industry

## **2011-2012 MEDIA KIT**



**LET YOUR ADVERTISING  
TAKE CENTER STAGE**



## WHAT IF...

you could get in front of the leaders of Florida's cemetery, cremation and funeral industries with just one media buy? The Florida Cemetery, Cremation and Funeral Association's official publication, *FCCFA Chronicle*, is the largest industry publication in the state and your one-stop-shop to get in front of the death care industry.

The *FCCFA Chronicle* strives to distribute timely information on legislative and regulatory affairs, the latest tips and trends as well as best managerial practices. We are here to help you gain maximum exposure in this ever-growing market through custom proposals and creative campaigns.

### WHAT OUR READERS ARE SAYING...

*"It is the only publication worth reading now that premier Associations have partnered into one. From the most thought provoking articles to the most professional vendors, all in one easy to read format. What could be better?"*

– Keenan Knopke, Curlew Hills Funeral Home & Cemetery

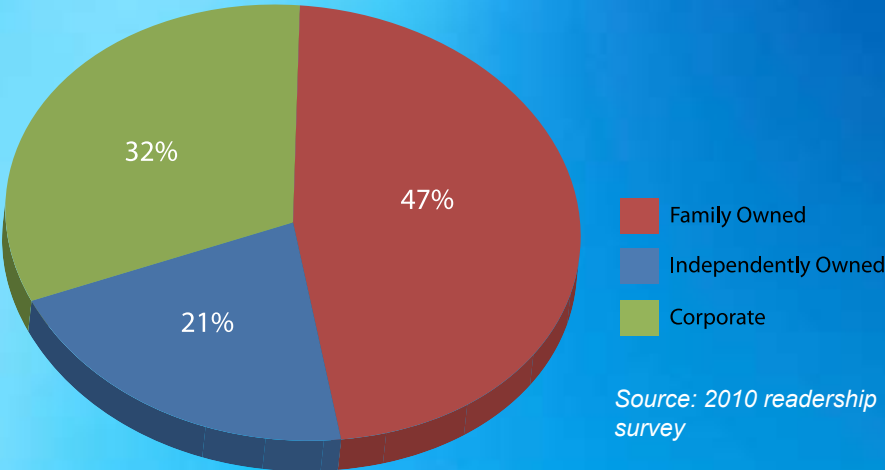
*"We are pleased with the results we get from advertising. This advertising is invaluable in promoting our products in Florida."*

- Scott McSparran, Matthews International

# FCCFA READERS:

- 68% employ more than 6 people.
- 80% list themselves as the owner or manager.
- 72% have an operating budget of over \$500k.

The FCCFA is now the largest statewide organization representing professionals within the death-care industry.



# FCCFA IS A RESOURCE:

- 60% of readers share their copy of FCCFA with at least 3 other people.
- 68% hold on to the publication for at least 2 months.
- 68% of readers share their purchasing decisions with others.



**MORE FROM OUR READERS...**

*“We are always delighted to see the Chronicle arrive at the funeral home. It is a publication that I share with all of our staff. It keeps everyone up to date on issues affecting our profession as well as it’s an opportunity to see products that our advertisers offer. This is a benefit since all of our funeral directors and other staff aren’t always able to attend FCCFA meetings.”*

— Robin Giddens Sheppard, Funeral Director,  
Hardage-Giddens Funeral Homes

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# PRINT AND WEB RATES

## MEMBER RATES

	1x	2x	3x	4x
<b>PRINT AD SIZE</b>	<b>Ad Cost</b>	<b>Ad Cost</b>	<b>Ad Cost</b>	<b>Ad Cost</b>
Full Page Full Color	\$825.00	\$800.00	\$775.00	\$750.00
1/2 Page Full Color	\$725.00	\$700.00	\$675.00	\$650.00
1/3 Page Full Color	\$650.00	\$625.00	\$600.00	\$575.00
1/4 Page Full Color	\$600.00	\$575.00	\$550.00	\$525.00
1/6 Page Full Color	\$525.00	\$500.00	\$475.00	\$450.00
Cover 2 Inside Front	\$900.00	\$875.00	\$850.00	\$800.00
Cover 3 Inside Back	\$900.00	\$875.00	\$850.00	\$800.00
Cover 4 Outside Back	\$950.00	\$925.00	\$900.00	\$850.00
Center Spread	\$1500.00	\$1400.00	\$1,300.00	\$1200.00
Poly Bag	\$1500.00	X	X	X

	1x	4x	8x	12x
<b>WEB AD SIZE</b>	<b>Ad Cost</b>	<b>Ad Cost</b>	<b>Ad Cost</b>	<b>Ad Cost</b>
Skyscraper (150px X 240px)	\$300.00	\$275.00	\$250.00	\$225.00
Full Banner (525px X upto 100px)	\$250.00	\$225.00	\$200.00	\$175.00
Half Banner (234px X 60px)	\$225.00	\$200.00	\$175.00	\$150.00
Button Ad (125px X 125px)	\$175.00	\$150.00	\$125.00	\$100.00

## NON-MEMBER RATES

	1x	2x	3x	4x
<b>PRINT AD SIZE</b>	<b>Ad Cost</b>	<b>Ad Cost</b>	<b>Ad Cost</b>	<b>Ad Cost</b>
Full Page Full Color	\$1,325.00	\$1,050.00	\$945.00	\$875.00
1/2 Page Full Color	\$1,225.00	\$950.00	\$845.00	\$775.00
1/3 Page Full Color	\$1,150.00	\$875.00	\$770.00	\$700.00
1/4 Page Full Color	\$1,100.00	\$825.00	\$720.00	\$650.00
1/6 Page Full Color	\$1,025.00	\$750.00	\$645.00	\$575.00
Cover 2 Inside Front	\$1,400.00	\$1,125.00	\$1,020.00	\$925.00
Cover 3 Inside Back	\$1,400.00	\$1,125.00	\$1,020.00	\$925.00
Cover 4 Outside Back	\$1,450.00	\$1,175.00	\$1,070.00	\$975.00
Center Spread	\$2,000.00	\$1,650.00	\$1,470.00	\$1,325.00
Poly Bag	\$2,000.00	X	X	X

	1x	4x	8x	12x
<b>WEB AD SIZE</b>	<b>Ad Cost</b>	<b>Ad Cost</b>	<b>Ad Cost</b>	<b>Ad Cost</b>
Skyscraper (150px X 240px)	\$800.00	\$400.00	\$320.00	\$270.00
Full Banner (525px X upto 100px)	\$750.00	\$350.00	\$260.00	\$220.00
Half Banner (234px X 60px)	\$725.00	\$325.00	\$240.00	\$200.00
Button Ad (125px X 125px)	\$675.00	\$275.00	\$180.00	\$140.00

<b>Full Page, Inside Front/Back Cover and Back Cover</b> Trim Size 8.5" x 11" Live Area 7.5" x 9.875" Bleed Size 9" x 11.5"	<b>Center Spread (Double Truck)</b> Trim Size 17" x 11" Live Area 15" x 9.875" Bleed Size 17.5" x 11.5"	<b>1/2 Page</b> Live Area 7.5" x 4.75" Bleed Size 9" x 5.625" No top bleed
<b>1/3 Page</b> Live Area 2.325" x 9.875" Bleed Size 3" x 11.5"	<b>1/4 Page</b> Live Area 7.5" x 2.5"	<b>1/6 Page</b> Live Area 4.875" x 2.5"



## MATERIAL DEADLINE

Publication Date:	Mail Out Date:
Winter: December 1	January 17
Spring: January 31	March 14
Summer: April 4	May 16
Fall: August 8	September 19

## DEADLINES & SPECIFICATIONS

All finished advertising artwork must be received by the deadline for materials dates published. All artwork must be received in electronic format with accompanying match print. PC-compatible CD or e-mail delivery of files is acceptable. Ads must be saved as high-resolution PDF files, JPG files or EPS files. All artwork resolution must be full color CMYK and a minimum of 300 dpi. EPS files must be accompanied by all graphics and fonts (both screen and printer versions). Quark Express files must be converted to Press PDF files.

All ad materials must be received by the publisher by the deadline date. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of the contracted space not used, and the unused space will be allocated at the discretion of the publisher.

