



*The pre-eminent resource for
all Catholic Cemeteries*

2017

MEDIA KIT

STRATEGIC

CCC members minister to and maintain over 7,000 Catholic cemeteries in the United States.

AWARD WINNING

Recognized by the Catholic Press for outstanding design and content, *Catholic Cemetery* is a strategic showcase for your products and services.

EFFECTIVE

A Target readership every month of 14,000+ CCC members throughout the United States, Canada, Australia, Italy, Puerto Rico and China.



Catholic Cemetery Conference

2017 *Catholic Cemetery Magazine* M E D I A K I T

Are you looking to connect with the ready-to-buy power of Catholic cemeterians around the globe?

Catholic Cemetery magazine is the solution you seek. If your media plan calls for an efficient, creative and high-impact way to reach the lucrative Catholic cemetery market worldwide, *Catholic Cemetery* magazine is the ideal advertising vehicle for you.

Our award-winning flagship publication is distributed monthly to the entire membership of the Catholic Cemetery Conference (CCC). The only publication of its kind focusing on the unique needs of the Catholic cemetery ministry; *Catholic Cemetery* magazine provides readers with timely coverage and the practical information our cemeterians need to effectively run the spiritual, operational and financial aspects of their operations.

Catholic Cemetery magazine puts powerful muscle behind your firm's products and services.

You won't find this highly coveted market anywhere else. *Catholic Cemetery* magazine continues to raise the bar in deathcare trade publications with pertinent new features, intensely focused high-caliber content and a steadfastly loyal readership. Its polished modern look and spot-on content makes readers eagerly look forward to each and every issue. The engaging, reader-friendly format encourages our members to spend more quality time with the *Catholic Cemetery* magazine.

- Only *Catholic Cemetery* delivers your firm's unique sales proposition to this highly focused, highly coveted market segment each and every month.
- The value-priced rates for *Catholic Cemetery* ad insertions enable you to increase your presence through greater frequency without exhausting your 2017 media budget.

The enclosed 2017 Media Kit provides complete details on editorial content, rates, frequency discounts and more. As you develop your advertising strategy for 2017 make sure *Catholic Cemetery* is at the top of your "buy" list.

Once you've reviewed the 2017 Media Kit, complete the advertising contract and return it to CCC headquarters to reserve your first-pick insertions, or you may contact the Managing Editor Christine Kohut by email at cakohut@catholiccemeteryconference.org.

Should you have any questions about the Catholic Cemetery Conference, *Catholic Cemetery* magazine and how we can assist you in meeting your 2017 marketing objectives, please feel free to call us directly.



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Irene K. Lazaroski,
Executive Director/Editor

Christine Kohut, Managing Editor

CATHOLIC CEMETERY CONFERENCE

info@catholiccemeteryconference.org

toll free 888.850.8131

P 708.202.1242

F 708.202.1255

JANUARY 2017	Ads due 12/5/16	Articles/Editorial due 11/15/16	
Winter Safety Issues	Plus: Growing as a Cemeterian - Educational Opportunities for Members		
FEBRUARY 2017	Ads due 1/5/17	Articles/Editorial due 12/15/16	
Monument, Building & Grounds Repair Post-winter	Plus: Technology - Working Smarter		
MARCH 2017	Ads due 2/3/17	Articles/Editorial due 1/16/17	
Cremation and Modern Interment Practices	Plus: "Every Blooming Thing" - Emerging From Winter "Let the Light Shine" Easter - Bringing Joy to the Bereaved		
APRIL 2017	Ads due 3/3/17	Articles/Editorial due 2/15/17	
Marketing & Sales - a Win/Win for the Cemetery and Families	Plus: Memorial Day Salute		
MAY 2017	Ads due 4/4/17	Articles/Editorial due 3/15/17	
In-Ground or Above-Ground? Markers/Monuments/Mausoleums	Plus: Convention Preview		
JUNE 2017	Ads due 5/4/17	Articles/Editorial due 4/14/17	
Customer Service: Helping Our Families Honor and Remember Their Loved Ones	Plus: Community Relations - An Atmosphere and Events That Draw Visitors Through the Gates		
JULY 2017	Ads due 6/5/17	Articles/Editorial due 5/15/17	
Controlling Cemetery Critters - Geese, Deer, Small Animal Issues	Plus: Natural Burial -Grounds/Audience/Promotion; Convention Details - Speakers, Program Overview		
AUGUST 2017	Ads due 7/5/17	Articles/Editorial due 6/15/17	
Perpetual Care Funding for Current and Historic Cemeteries	Plus: Cemetery Planning and Design		
SEPTEMBER 2017	Ads due 8/2/17	Articles/Editorial due 7/14/17	
Convention Issue - Exhibitor Profiles	Plus: Fall in the Cemetery - Events to Encourage Family Visits; "Packing It Up" - Prepping Cemetery Equipment for Winter		
OCTOBER 2017	Ads due 9/4/17	Articles/Editorial due 8/15/17	
Honoring Our Vets; Ethnic Celebrations of All Souls/Saints Days	Plus: Convention Highlights		
NOVEMBER 2017	Ads due 10/3/17	Articles/Editorial due 9/15/17	
Planning Next Year's Maintenance/Landscaping/Events	Plus: Convention - Expanded Coverage		
DECEMBER 2017	Ads due 11/3/17	Articles/Editorial due 10/16/17	
Looking Ahead - Memorial Personalization Trends and Guidelines	Plus: Convention Wrapup		

Interest-Generating Opportunities

Postcard Inserts

Gain focused, immediate attention with a stand-alone postcard insert. Contact Managing Editor Christine Kohut for details at 708.202.1242 or cakohut@catholiccemeteryconference.org.

Inserts, Bind-ins or Tip-ons

Information on these proven attention-getters may be obtained by contacting the Managing Editor.

Member and Resource Directory

CCC's annual *Member and Resource Directory* is the official guide to our global network of top Catholic cemetery decision makers, professionals with the purchasing power to buy your firm's products and services. An ad in the annual Directory, provides year-long exposure for your products and services. It is published in the first quarter of each year.

Custom Lists

Using our client list is a great way to target your advertising message to the right potential buyer. The list may be obtained through CCC's Membership Department, 708.202.1242. Permission is required, and there is a usage fee.



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ADVERTISING RATES

2017

Size	1x		3x		6x		12x	
	4C	BW	4C	BW	4C	BW	4C	BW
Full page	\$1,705	\$905	\$1,670	\$870	\$1,650	\$850	\$1,630	\$830
2/3 page	\$1,430	\$630	\$1,410	\$610	\$1,390	\$590	\$1,365	\$565
1/2 page	\$1,370	\$570	\$1,345	\$545	\$1,320	\$520	\$1,295	\$495
1/3 page	\$1,270	\$470	\$1,250	\$450	\$1,230	\$430	\$1,210	\$410
1/4 page	\$1,210	\$410	\$1,190	\$390	\$1,160	\$360	\$1,145	\$345
1/6 page	\$1,165	\$365	\$1,135	\$335	\$1,110	\$310	\$1,090	\$290
2-page spread	\$2,585	\$1,785	\$2,520	\$1,720	\$2,475	\$1,675	\$2,440	\$1,635
2-page spread insert	\$2,955	\$2,155	\$2,890	\$2,090	\$2,830	\$2,030	\$2,775	\$1,975
Business Card	\$240 per insertion		Reserve advertising space today! Contact Us ... Chris Kohut at 708.202.1242 or cakohut@catholiccemeteryconference.org					

Premium Positions

Add 10% to reserve special placement on the Inside Front or Back Covers, Back Cover or Page 3.

Discounts

Multiple Insertions: advertisers can receive a multiple insertion discount over the length of their contract based on a 3x, 6x or 12x ad placement. All ads except Business Card size qualify.

An agency commission of 15% of gross billing is offered to recognized advertising agencies on space, color, bleed and position charges. This same discount may also be applied for qualified in-house design groups.

Please Note: Terms & Conditions - Payments

1% interest will be charged on unpaid balances that are more than 45 days late. Billings more than 3 months in arrears must be paid in full before additional advertising will be accepted.



**Supersize Convention Issue
with Extra Distribution**



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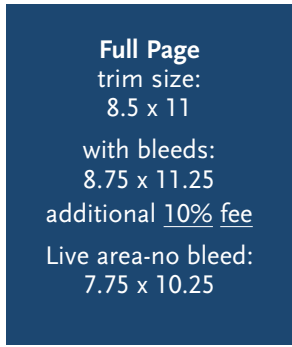
ADVERTISING SPECS

2017

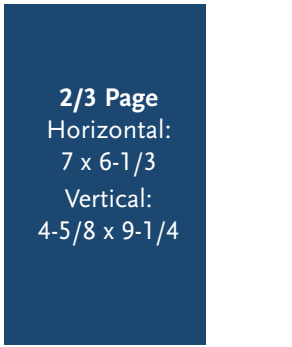
Full Page
trim size:
8.5 x 11

with bleeds:
8.75 x 11.25
additional 10% fee


Live area-no bleed:
7.75 x 10.25




2/3 Page
Horizontal:
7 x 6-1/3
Vertical:
4-5/8 x 9-1/4



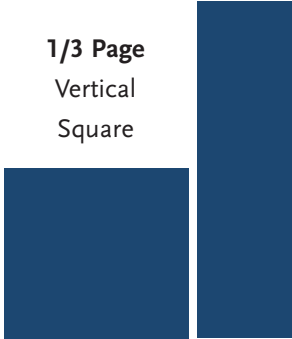
1/2 Page
Horizontal: 7 x 4-3/4
Vertical: 3-3/8 x 9-1/4




1/3 Page
Horizontal: 7 x 3
Vertical: 2-1/8 x 9-1/4
Square: 4-1/2 x 4-3/4




1/3 Page
Vertical
Square




1/4 Page
3-3/8 x 4-3/4



1/6 Page
Horizontal: 4-3/4 x 2-1/8
Vertical: 2-1/8 x 4-3/4



Business Card Ad
3-1/2 x 2 or
2 x 3-1/2



Artwork Specs & Contract Details

- Artwork must be supplied as high resolution (300 dpi) digital files. PDFs preferred. Check with publisher before submitting file types other than PDF.

- Artwork that is emailed should be sent as a Hi-Res (300 dpi) PDF. Files larger than 7MB should be uploaded to our FTP site or onto a CD or DVD.

- Color art must be sent as CMYK and will be considered as 4-color. Do not send art as RGB.

- Keep important live matter such as logos and text 3/8" from the trim.

- Bleeds are at least **1/8"** on ALL sides and must be included in the final artwork. There is a 10% additional charge for bleeds.

Helpful Measurement Conversions:

1/8=0.125 1/4=0.25 3/8=0.375 5/8=0.625

3/4=0.75 7/8=0.875 5/16=0.3125

For all bleeds, add 0.125" on each side

- Two tear sheets of the ad will be sent to Advertiser with invoice once magazine is printed. All invoices are payable on receipt. Any advertiser with an outstanding invoice of 90 days or more will not be allowed to advertise until the bill is paid in full.

- The Advertiser may terminate the Ad Contract by giving 45 days prior written notice to the Publisher. No refund for pre-paid ads.

- The Publisher holds the Advertiser and the Agency jointly and severally liable for all charges relating to Gross Billing Charges, mechanical charges and Short Rating.

- Should the Advertiser fail to produce advertising for publication in accordance with the frequency chosen, the Advertiser will not receive a Frequency Discount, and each previous advertisement shall be "Short-Rated" requiring the Advertiser to pay the higher rate of the lower frequency of publication.

- The Publisher reserves the right to refuse or disapprove any advertising in accordance with any rules the Publisher may have. Advertisers and ad agencies assume liability for all content of ads printed and for any claims arising therefrom against the publisher.



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Catholic Cemetery Magazine ADVERTISING CONTRACT

2017

ADVERTISER:

Company _____
Address _____

City _____
State / Zip _____
Contact _____
Phone _____
Fax _____ E-mail _____
Web Address _____

AGENCY (In House or External - circle one):

Company _____
Address _____

City _____
State / Zip _____
Contact _____
Phone _____
Fax _____ E-mail _____
Web Address _____

AD SIZE:

- Full page 2/3 page 1/2 page
 1/4 page 1/3 page 1/6 page
 Business Card Ad
 Bleed (10% extra) Special Position (10% extra)

COLOR:

- 4-color Black & White

ADVERTISING SCHEDULE:

Mark all months when ad is to run:

- January July
 February August
 March September
 April October
 May November
 June December

I hereby agree to abide by the terms of this Contract as set forth in the Advertising Agreement of the Catholic Cemetery Conference 2017 Ad Rate Card. Please note, contract is not binding without signature.

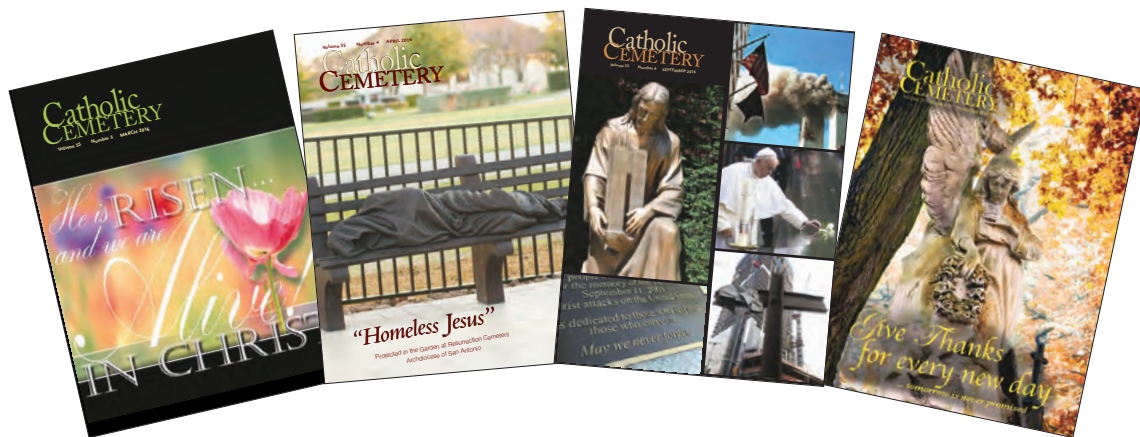
Signature _____ Date _____

***Please note, we must receive your completed/signed Ad Contract before advertising may begin.**

Return this contract by mail, fax or email to the *Catholic Cemetery Magazine*

Catholic Cemetery Conference 1400 S. Wolf Road, #3 Hillside, IL 60162 (PH) 708.202.1242 (F) 708.202.1255

www.catholiccemeteryconference.org



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