

CATHOLIC CEMETERY CONFERENCE

2018

MEDIA KIT

STRATEGIC

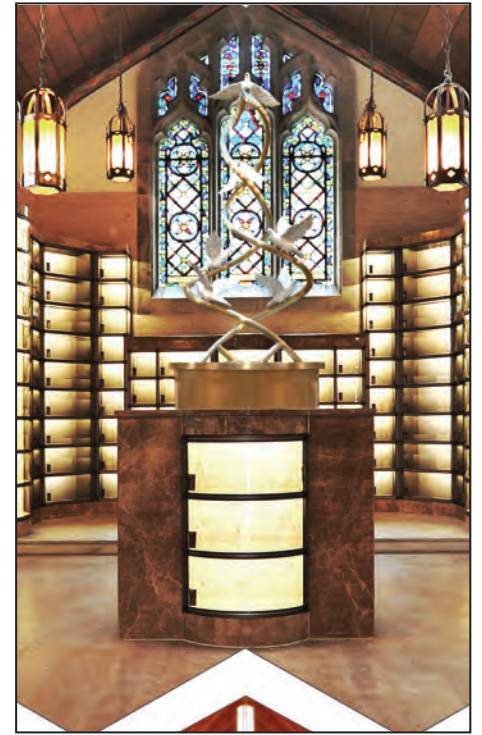
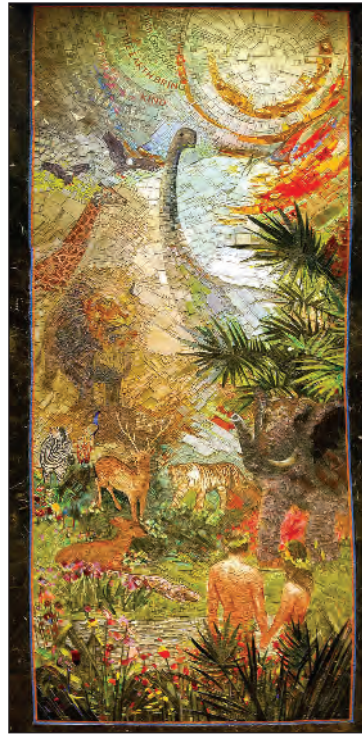
CCC members minister to and maintain over 7,000 Catholic cemeteries in the United States.

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 1400+ CCC members throughout the United States, Canada, Australia and Italy.





The pre-eminent resource
for all Catholic Cemeteries

EDITORIAL CALENDAR

2018

JANUARY 2018 Ads due 12/4/17 Articles/Editorial due 11/20/17 *Index of Articles*
Winter Safety; Helping Our Members Grow - Educational Opportunities Throughout the Year

FEBRUARY 2018 Ads due 1/5/18 Articles/Editorial due 12/18/17
Monument & Grounds Repair, Post-Winter; Technology - "Updating the Cemetery Office"

MARCH 2018 Ads due 2/5/18 Articles/Editorial due 1/19/18
Cremation, Natural Burial, Modern Interment Practices; Easter Events

APRIL 2018 Ads due 3/5/18 Articles/Editorial due 2/15/18
Marketing & Sales - a Win/Win for the Cemetery & Families; Bringing Cremated Remains to a Cemetery; Community Relations - Drawing Visitors Through Your Gates; Memorial Day Salute

MAY 2018 Ads due 4/4/18 Articles/Editorial due 3/16/18
In-Ground or Above-Ground? Markers/Monuments/Mausoleums;
Working with Granite & Bronze; Mausoleum Art

JUNE 2018 Ads due 5/4/18 Articles/Editorial due 4/16/18
Customer Service: Helping Families Honor Their Loved Ones; Pre-need Options;
Grief - Remembering & Coping During Special Days

JULY 2018 Ads due 6/5/18 Articles/Editorial due 5/15/18
Controlling Cemetery Critters - Geese, Deer, Small Animals, Insects;
Adding Special Features to Your Cemetery Grounds

AUGUST 2018 Ads due 7/5/18 Articles/Editorial due 6/15/18
Cemetery Planning & Design; Coping with Soil/Water Issues

SEPTEMBER 2018 Ads due 8/3/18 Articles/Editorial due 7/16/18
Convention Issue - Exhibitor Profiles; Respecting Life in All of Its Forms;
Winterizing Cemetery Trees/Landscape/Equipment in Different Parts of the Country & Canada

OCTOBER 2018 Ads due 9/4/18 Articles/Editorial due 8/17/18
Honoring Our Vets; Observing Cemetery Sunday; Cemetery Holiday Community Outreach

NOVEMBER 2018 Ads due 10/3/18 Articles/Editorial due 9/17/18
Perpetual Care Funding; Upkeep of Historic Cemeteries; Holiday Celebrations

DECEMBER 2018 Ads due 11/5/18 Articles/Editorial due 10/16/18
Looking Ahead - Memorial Personalization, Trends and Guidelines; Setting Goals for the New Year

Interest-Generating Opportunities

POST-CARD 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 & 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

2018

Size	1x		3x		6x		12x	
	4C	BW	4C	BW	4C	BW	4C	BW
Full page	\$1,715	\$915	\$1,680	\$880	\$1,660	\$860	\$1,640	\$840
2/3 page	\$1,440	\$640	\$1,420	\$620	\$1,400	\$600	\$1,375	\$575
1/2 page	\$1,380	\$580	\$1,355	\$555	\$1,330	\$530	\$1,305	\$505
1/3 page	\$1,280	\$480	\$1,260	\$460	\$1,240	\$440	\$1,220	\$420
1/4 page	\$1,220	\$420	\$1,200	\$400	\$1,170	\$370	\$1,155	\$355
1/6 page	\$1,175	\$375	\$1,145	\$345	\$1,120	\$320	\$1,100	\$300
2-page spread	\$2,595	\$1,795	\$2,530	\$1,730	\$2,485	\$1,685	\$2,450	\$1,645
2-page spread insert	\$2,965	\$2,165	\$2,900	\$2,100	\$2,840	\$2,040	\$2,785	\$1,985
Business Card	\$250 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.

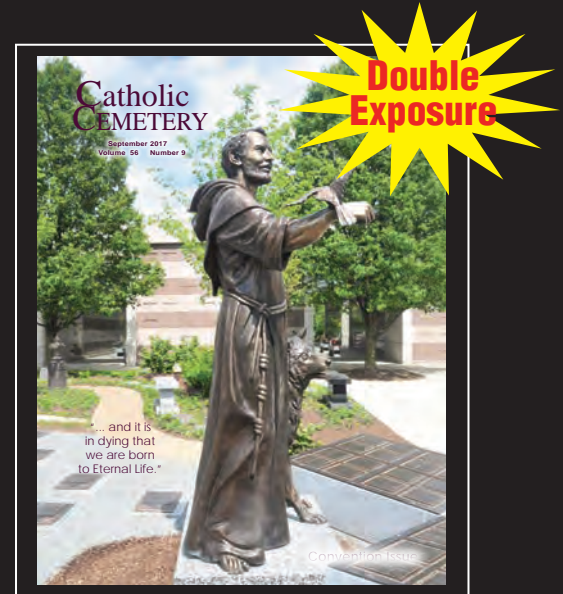
Discounts

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

2018

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

2018

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 2018 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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