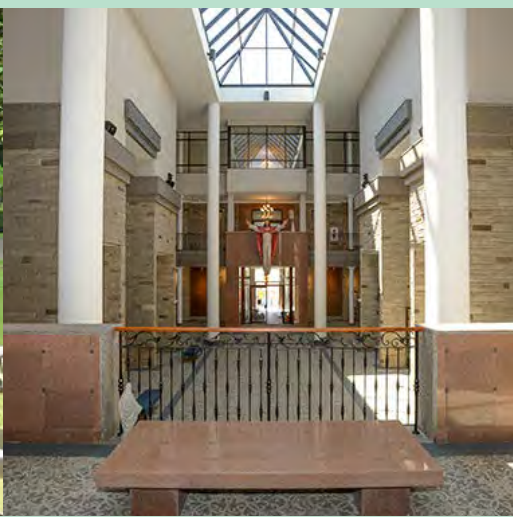


# 2019 MEDIA KIT



## 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.



# 2019

# Catholic Cemetery Magazine

# MEDIA KIT

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 publication is distributed monthly to all members 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. The *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 death-care trade publications with pertinent new features, intensely focused high-caliber content and a steadfastly loyal readership. Polished, modern look and relevant content ensures that readers eagerly look forward to each and every issue. The engaging, reader-friendly format encourages CCC members to spend more quality time reading the *Catholic Cemetery* magazine and interacting with its content.

- 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 annual media budget.



The enclosed 2019 Media Kit provides you with complete details on editorial content, rates, frequency, discounts and more. As you develop your annual advertising strategy, make sure *Catholic Cemetery* is at the top of your "buy" list.

Once you've reviewed the 2019 Media Kit, complete the advertising contract and return it to CCC headquarters to reserve your first-pick insertions; or, you may contact Managing Editor Christine Kohut at [cakohut@catholiccemeteryconference.org](mailto: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 2019 marketing objectives, please feel free to call us directly.

David LaBarre, M.A., M.S.  
Executive Director / Editor-In-Chief

Christine Kohut,  
Managing Editor

CATHOLIC CEMETERY CONFERENCE

INFO@CATHOLICCEMETERYCONFERENCE.ORG

P 708.202.1242 F 708.202.1255

# EDITORIAL CALENDAR

# 2019

<b>JANUARY</b> Articles Due 11/23 Ads Due 12/5 -Index of Articles -Educational Opportunities for CCC Members -Keeping Cemetery Visitors Safe	<b>FEBRUARY</b> Articles Due 12/18 Ads Due 1/5 -Digitizing/Automating Your Cemetery Office -Why Do You Need Social Media?	<b>MARCH</b> Articles Due 1/18 Ads Due 2/5 -Embracing Cremation, Green & Natural Burial -Strategies for Perpetual Care Funding	<b>APRIL</b> Articles Due 2/15 Ads Due 3/5 -Proper Maintenance of Your Grounds & Equipment -How Are You Attracting Visitors & Families to Your Properties?
<b>MAY</b> Articles Due 3/15 Ads Due 4/4 -In or Above-Ground? Markers, Monuments, Columbarium, Mausoleums -Protecting Our Cemeteries Inside and Out -Mem'l Day Observances	<b>JUNE</b> Articles Due 4/16 Ads Due 5/6 -Master Planning & Design -Historic Cemeteries and Their Preservation	<b>JULY</b> Articles Due 5/15 Ads Due 6/5 -New Features in Landscaping -Appealing to the Ethnic & Specialized Markets	<b>AUGUST</b> Articles Due 6/14 Ads Due 7/5 -Promoting Pre-need Options -Ways to Keep Families Coming Back -Controlling Cemetery Critters
<b>SEPTEMBER</b> Articles Due 7/16 Ads Due 8/5 -Convention Issue & Exhibitor Profiles -Maximize Your Cemetery Equipment; Challenges of Poor Maintenance	<b>OCTOBER</b> Articles Due 8/16 Ads Due 9/4 -Inviting Families to Memorial Events -Cemetery Tours -How Do You Celebrate Cemetery Sunday?	<b>NOVEMBER</b> Articles Due 9/17 Ads Due 10/3 -Convention Highlights -Grief Counseling Throughout the Holidays -Veterans Day Observances	<b>DECEMBER</b> Articles Due 10/16 Ads Due 11/5 -Convention Wrapup -Appealing to the Modern, Younger Markets -Planning for a 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](mailto: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 & 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.

# ADVERTISING RATES

# 2019

SIZE	1x		3x		6x		12x	
	4C	BW	4C	BW	4C	BW	4C	BW
Full Page	\$1,900	\$950	\$1,825	\$900	\$1,775	\$875	\$1,725	\$850
2/3 Page	\$1,650	\$660	\$1,610	\$650	\$1,590	\$630	\$1,475	\$600
1/2 Page	\$1,435	\$600	\$1,420	\$585	\$1,400	\$550	\$1,350	\$535
1/3 Page	\$1,330	\$500	\$1,280	\$490	\$1,260	\$470	\$1,245	\$440
1/4 Page	\$1,220	\$440	\$1,200	\$420	\$1,170	\$385	\$1,155	\$370
1/6 Page	\$1,175	\$395	\$1,145	\$360	\$1,120	\$340	\$1,100	\$325
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	\$265 per insertion		<b>RESERVE ADVERTISING SPACE TODAY! CONTACT US...</b> Chris Kohut at 708.202.1242 or <a href="mailto:ckohut@catholiccemeteryconference.org">ckohut@catholiccemeteryconference.org</a>					

## PREMIUM POSITIONS

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

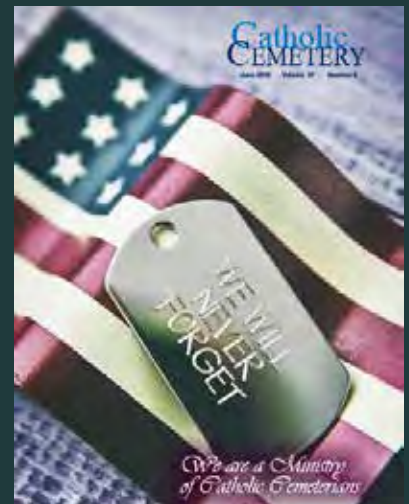
## DISCOUNTS

**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

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.



## 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 e-mailed should be sent as a high resolution (300 dpi) PDF. Files larger than 7MB should be uploaded to our FTP site or onto a DVD or flash drive.

■ 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 the 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 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.

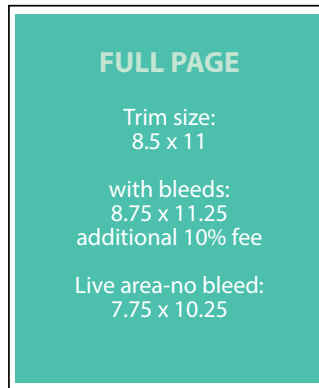
■ The Publisher reserves the right to refuse or disapprove any advertising in accordance with any rules the Publisher may have. Advertisers and ad agencies assume liability for all content of ads printed and for any claims arising therefrom against the publisher.

**FULL PAGE**

Trim size:  
8.5 x 11

with bleeds:  
8.75 x 11.25  
additional 10% fee

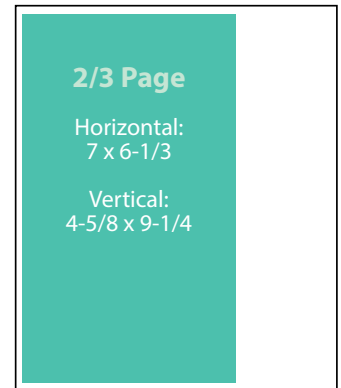
Live area-no bleed:  
7.75 x 10.25



**2/3 Page**

Horizontal:  
7 x 6-1/3

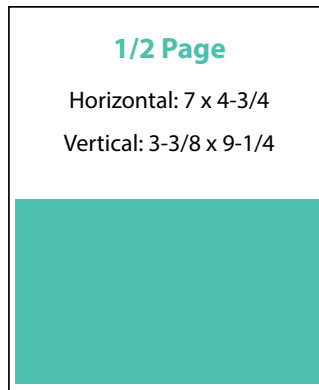
Vertical:  
4-5/8 x 9-1/4



**1/2 Page**

Horizontal: 7 x 4-3/4

Vertical: 3-3/8 x 9-1/4

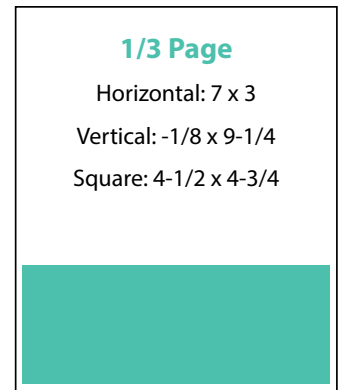


**1/3 Page**

Horizontal: 7 x 3

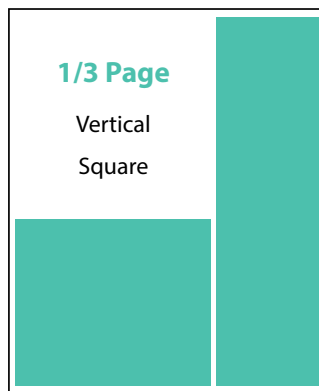
Vertical: -1/8 x 9-1/4

Square: 4-1/2 x 4-3/4



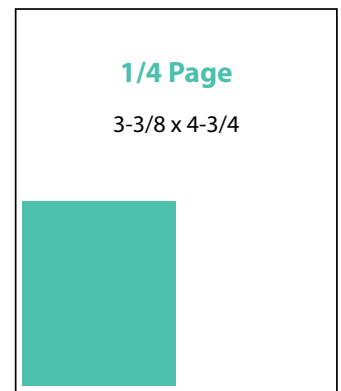
**1/3 Page**

Vertical  
Square



**1/4 Page**

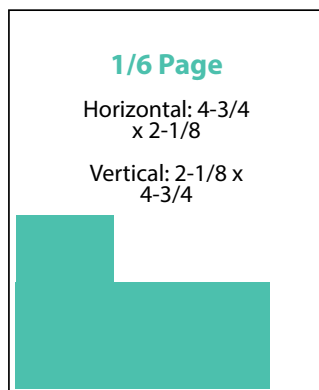
3-3/8 x 4-3/4



**1/6 Page**

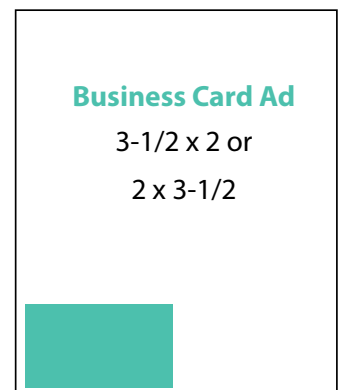
Horizontal: 4-3/4  
x 2-1/8

Vertical: 2-1/8 x  
4-3/4



**Business Card Ad**

3-1/2 x 2 or  
2 x 3-1/2



# Catholic Cemetery Magazine ADVERTISING CONTRACT

# 2019

## 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    OTHER  
 BLEED (10% extra)    Special Position (10% extra)

## COLOR:

- 4-COLOR    BLACK & WHITE

## ADVERTISING SCHEDULE:

Mark all months when ad is to run:

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July      |
| <input type="checkbox"/> February | <input type="checkbox"/> August    |
| <input type="checkbox"/> March    | <input type="checkbox"/> September |
| <input type="checkbox"/> April    | <input type="checkbox"/> October   |
| <input type="checkbox"/> May      | <input type="checkbox"/> November  |
| <input type="checkbox"/> June     | <input type="checkbox"/> December  |

I hereby agree to abide by the terms of this Contract as set forth in the Advertising Agreement of the Catholic Cemetery Conference 2019 Ad Rate Card. Please note, contract is not binding without signature.

**NOTE:** Payment of all ads are due Net 45. Any Delay in payment will result in suspension of future ads until delinquent payments are made in full.

Signature \_\_\_\_\_

Date \_\_\_\_\_

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