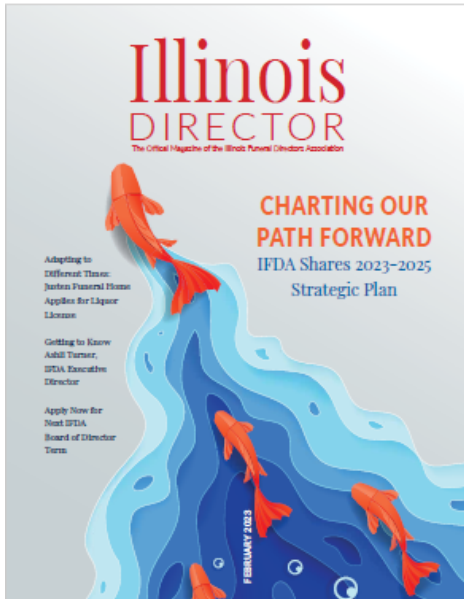


Illinois Director

2024 RATE CARD



ADVERTISING SALES

Patty Huber

512-310-9795 phone

phuber2@austin.rr.com email

PUBLISHER

Kimberly Scheberle

Sail House Publishing

512-346-0892 phone

kscheberle@austin.rr.com email

3510 Crowncrest Drive
Austin, TX 78759

Illinois Director is published by Sail House Publishing for the Illinois Funeral Directors Association.

2024 ADVERTISING RATES

The *Illinois Director* is the official publication of the Illinois Funeral Directors Association and is the only publication geared exclusively toward the Illinois funeral industry. Each month, The *Illinois Director* reaches funeral industry leaders across the state. IFDA members and member companies represent the leaders in the Illinois funeral market, providing an effective platform to market your products.

Display Ad Rates

Size	1x	5x	10x
Outside Back Cover	\$539	\$478	\$451
Inside Front Cover	\$539	\$478	\$451
Inside Back Cover	\$539	\$478	\$451
Full page	\$473	\$418	\$396
1/2 page	\$286	\$253	\$236
1/3 page	\$187	\$170	\$160
1/4 page	\$170	\$154	\$143
1/6 page	\$116	\$105	\$99

*Rates per issue. All ads include color.

Classified Advertising Rates

Classified ads are \$30 for the first 50 words and \$1 for each additional word. E-mail typed copy of classified advertisement to Patty Huber at phuber2@austin.rr.com

Discounts

Advertising agency discounts of 15% allowed to agencies that pay submitted invoices within 30 days of billing date. IFDA Members and Associate Members receive 5% off all listed rates. Only one discount per advertiser is allowed.

Closing Dates

The *Illinois Director* is published 10 times a year, monthly with double issues for June/July and December/January. Space reservations are due the 5th of the month preceding publication date. For instance, a reservation for the February issue is due January 5. Artwork is due five days after the reservation deadline.

Advertisement Production

Advertising production and creation is available for \$75/hour plus reimbursement for all artwork purchased. Minimum charge for production is \$35 for 1/2 hour of work.

Advertising Policies

The Publisher is not responsible for errors contained within copy that the Advertiser or its Agency supplies.

All advertisements shall be clearly and prominently identified by trademark or signature of the Advertiser. The words "paid advertisement" shall be printed at the top of any advertisements that, in the sole opinion of the Publisher, may be confused with editorial pages. Acceptance of advertisement for publication does not imply endorsement by the Publisher, its publications or the Illinois Funeral Directors Association in any way, except when indicated by the Publisher.

The Publisher and IFDA reserve the sole right to refuse any advertisement that conflicts with the Publisher's or IFDA's public policies or applicable law. Fees collected prior to such refusal shall be returned to the Advertiser or Agency.

Credit Card Payments Accepted

Contact publisher Kimberly Scheberle at 512-346-0892 to make appropriate arrangements.

Illinois Director

2024 MATERIAL REQUIREMENTS

All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

Acceptable software includes

- Adobe Indesign CS5 versions 7 or less
- Adobe Illustrator CS5 versions 15 or less
- Adobe Photoshop CS5 versions 12 or less

Additional files include

- .pdf – high resolution/press quality only
- .eps – flattened files only
- .tif – flattened or layered files 300 dpi minimum at actual size
- .jpg – high resolution 300 dpi minimum at actual size

Acceptable color profiles and resolution

- Images must be in a CMYK color mode
- Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
- All colors used in a document must be defined as CMYK process colors
- Spot colors must be converted to CMYK
- Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi)

SEND CONTRACT AND ARTWORK TO

Patty Huber

512-310-9795 phone
phuber2@austin.rr.com

3510 Crowncrest Drive
Austin, TX 78759

2024 MECHANICAL REQUIREMENTS

Trim Size – 8.5" x 11"

Bleed Size – 8.75" x 11.25"

Full page

Live Area – 7.25" x 9.75"

No bleed – 7.25" x 9.75"

Bleed – 8.75" x 11.25"

1/2 page

Horizontal (3 column)
7.25" x 4.75"

Island (2 column)
4.75" x 7.25"

1/3 page

Horizontal (2 column)
4.75" x 4.75"

Vertical (1 column)
2.25" x 9.75"

1/4 page

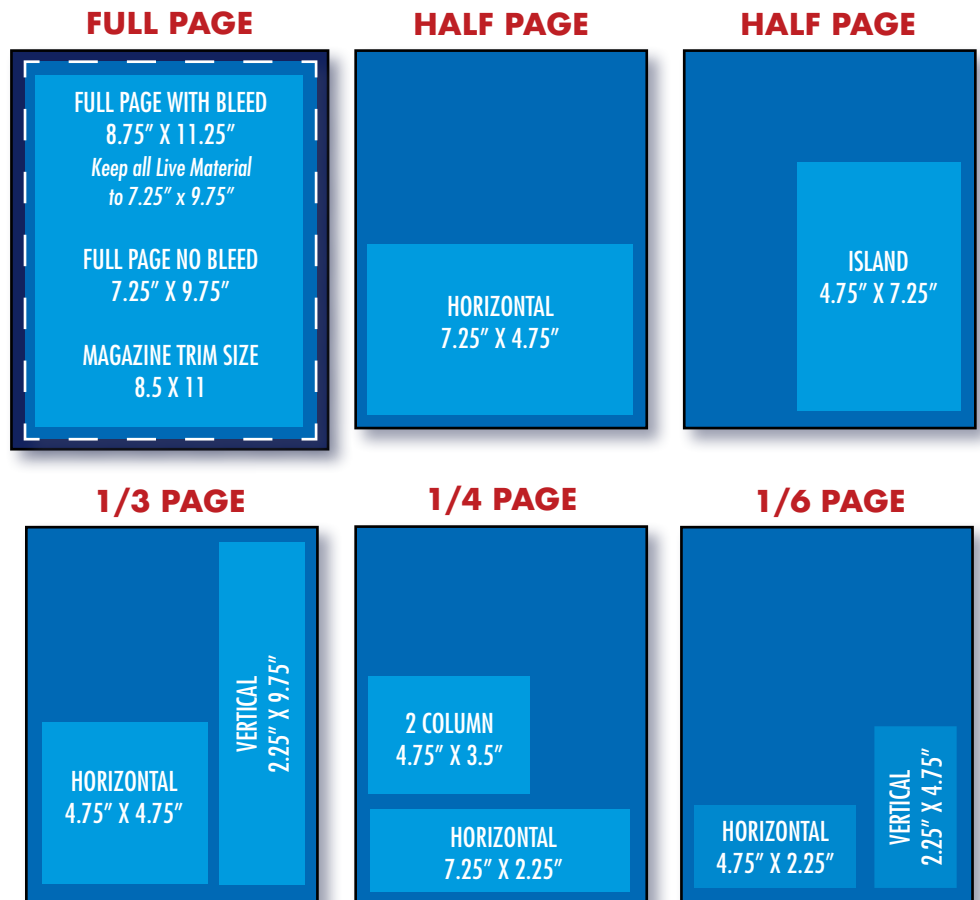
Horizontal (2 column)
7.25" x 2.25"

Vertical (1 column)
4.75" x 3.5"

1/6 page

Horizontal (2 column)
4.75" x 2.25"

Vertical (1 column)
2.25" x 4.75"



Illinois Director

2024 ADVERTISING SPACE PURCHASED AS FOLLOWS

Size

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Full Page
- 1/2 Page
- 1/3 page
- 1/4 page
- 1/6 page
- Classified

Orientation

- Vertical
- Horizontal

Frequency

- 1 issue
- 5 issues
- 10 issues

Place Ads In

- Every Issue
- February 2024
- March 2024
- April 2024
- May 2024
- June/July 2024
- August 2024
- September 2024
- October 2024
- November 2024
- December/January 2024

Contract Dates:

First Insertion Date (Issue/Year)

Last Insertion Date (Issue/Year)

Please return the contract to
PATTY HUBER
512-310-9795 phone
phuber2@austin.rr.com email

2024 ADVERTISING CONTRACT

Advertiser

Billing Address

Company

Contact Name

Address

City

State ZIP

Phone

Fax

E-mail

Authorized Signature

Advertising Agency (if different from above)

Billing Address

Company

Contact Name

Address

City

State ZIP

Phone

Fax

E-mail

Authorized Signature

TOTAL PURCHASE PRICE OF ADVERTISING

Space Rate (per Issue)	\$	_____
Less Agency discount (15% if applicable)	\$	_____
Less IFDA Member Discount (5% if applicable)	\$	_____
Net Total Per Issue	\$	_____

PAYMENT METHOD

Payment Type (check one):

Invoice monthly

Invoice for annual contract Prepay/Check No. _____

**Payments are payable to Sail House Publishing
and should be mailed to:**
Sail House Publishing, 3510 Crowncrest, Austin, TX 78759.