

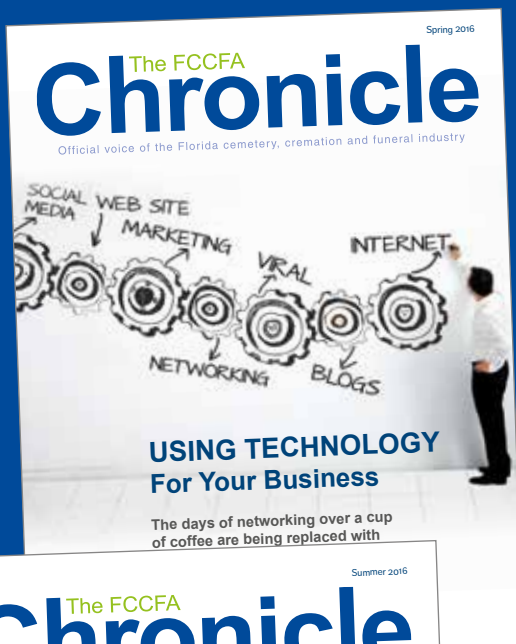
# The FCCFA Chronicle

Official voice of the Florida cemetery, cremation and funeral industry



## Media Kit 2017

*The FCCFA Chronicle* is the right choice for your marketing strategy.



### THE RIGHT AVENUE

*The FCCFA Chronicle* provides Florida's death care leaders with timely, leading edge, high-quality information.

### THE RIGHT AUDIENCE

*The FCCFA Chronicle* reaches all facets of professionals who work in: funeral homes, cemeteries and crematories.

### THE RIGHT TIME

Four times a year, *The FCCFA Chronicle* lands on the desks of industry leaders and decision makers.

*"Advertising in the FCCFA Chronicle is a great investment. It provides Roberts Vault with a cost effective approach to reach the Death Care Industry throughout Florida. The magazine is full of great information and the FCCFA is a wonderful resource."*

Amanda Roberts Burns, Roberts Vault



# print & web 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       |

# artwork specifications

All finished advertising artwork must be received by the deadline for materials dates published. All artwork must be received in an electronic format with accompanying match print. E-mail delivery of files is acceptable. Ads must be saved as flattened high-resolution PDF or JPG file. All artwork must be CMYK and at least 300 dpi. **Please size your ad correctly according to the instructions on this page. Ads not correctly sized will be rejected. Include bleeds if your ad is a full page.**

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.

# material deadlines

| Publication Date:  | Mail Out Date: |
|--------------------|----------------|
| Winter: December 1 | January 15     |
| Spring: January 31 | March 23       |
| Summer: April 4    | June 17        |
| Fall: August 8     | September 16   |