

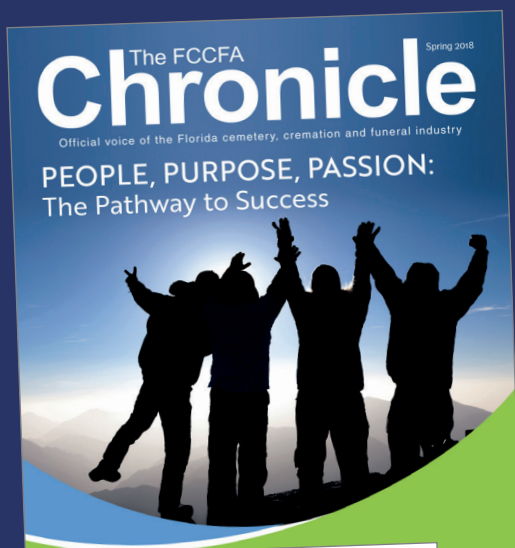
The FCCFA Chronicle

Official voice of the Florida cemetery, cremation and funeral industry



2018-2019 Media Kit

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

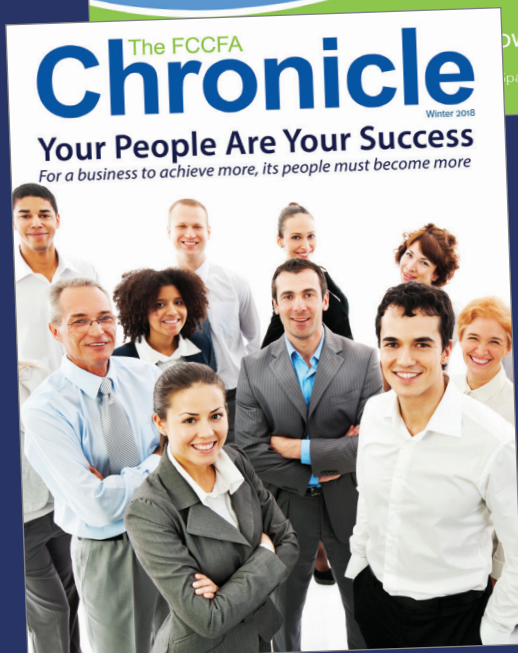
The FCCFA Chronicle reaches all facets of professionals who work in: funeral homes, cemeteries and crematories.

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
PRINT AD SIZE	Ad Cost	Ad Cost	Ad Cost	Ad Cost
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
WEB AD SIZE	Ad Cost	Ad Cost	Ad Cost	Ad Cost
Skyscraper (150px X 240px)	\$300.00	\$275.00	\$250.00	\$225.00
Full Banner (525px X upto 100px)	\$175.00	\$250.00	\$225.00	\$200.00
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

CLASSIFIED ADS

Classified ads run for 60 days and are free to FCCFA members. The fee for non-members is \$50.

FCCFA ONLINE NEWSLETTER

\$50 for one month of advertising in the FCCFA Online Newsletter. Share your company products and services in a full section with FCCFA Members and readers. For more information email john@executiveoffice.org or call (800) 226-3332.



CALL FOR FCCFA MAGAZINE ARTICLES

Have an idea worth sharing?

The FCCFA is seeking industry related articles for the Chronicle magazine. The magazine includes the latest information on licensing, regulatory and legislative issues, programs, federal concerns, human resources and marketing, and much more! Submit a cover story or a feature article for consideration in a future issue of the magazine. NOTE: Submission of content does not guarantee publication.

Submission Guidelines

Cover stories should be about 1,750 words and include a few pictures, while feature articles should be about 1,000 and can include pictures (if applicable). Articles should be submitted electronically to Elizabeth Lane at elane@executiveoffice.org. If files are over 5 MB, please use DropBox or another form of files sharing to send your documents.

If you have questions please contact John Ricco or Elizabeth Lane at 800.226.3332.

Full Page, Inside Front/Back Cover and Back Cover Trim Size 8.5" x 11" Live Area 7.5" x 9.875" Bleeds 9" x 11.5"	Center Spread (Double Truck) Trim Size 17" x 11" Live Area 15" x 9.875" Bleeds 17.5" x 11.5"	1/2 Page Live Area 7.5" x 4.75" Bleeds 9" x 5.625" No top bleed
1/3 Page Live Area 2.325" x 9.875" Bleeds 3" x 11.5"	1/4 Page Live Area 7.5" x 2.5"	1/6 Page Live Area 4.875" x 2.5"

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 ADEQUATE 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.

2019 MATERIAL DEADLINES

Publication Date:

Winter: December 3
 Spring: February 9
 Summer: April 13
 Fall: August 8

Mail Out Date:

January 11
 March 29
 June 14
 October 4

John Galligan

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