

MEDIA KIT
2012

Catholic Cemetery

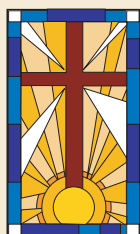


Hurricane Irene

INTERNATIONAL READERSHIP

A monthly target audience of 1400+ CCC members throughout the United States, Canada, Guam, Australia, Italy, Puerto Rico and China

REACHING A TARGETED AUDIENCE - Catholic Cemetery Administrators and Key Decision Makers



CATHOLIC
CEMETERY
CONFERENCE

INFLUENCING 7,000 CEMETERIES

CCC members minister to and maintain some 7,000 cemeteries around the globe.

AN EFFECTIVE ADVERTISING NETWORK

It's been proven—CCC members call on suppliers they know to do the job and provide the service.

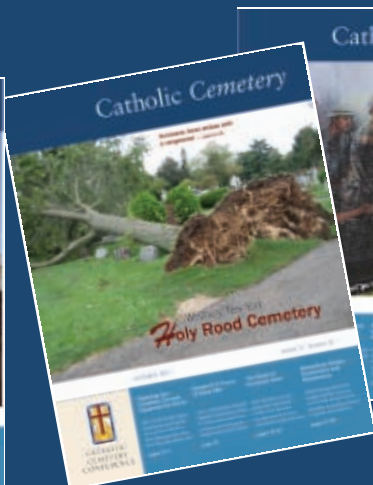
AWARD WINNING

Recognized year after year by the Catholic press for outstanding design and content, *Catholic Cemetery* is a strategic showcase for product promotion.

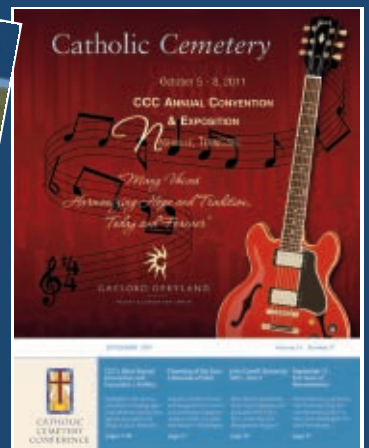


Month	Ads/Articles Due	Editorial Focus
January	December 3	2011 Index of Articles; Sales, Service and Ministry; Using the Web for Raising Revenue and Awareness
February	January 3	Profit Based, or Service Based, Budgeting and Planning - What is the Role of Cemeterian?; Computer Software for Smaller Cemeteries
March	February 1	Pre-Convention Issue; Preparing for Summer - Master Planning, Grounds Maintenance and Landscaping
April	March 3	Traditional Burial vs. Green Burial - What Lies Ahead for the Catholic Cemeterian? Modern Interment Practices.
May	April 1	Cremation and Beyond; Recent Innovations; Evolving Memorialization Options; Memorial Day
June	May 2	2012 Convention Preview; Involving the Community in Your Cemetery Events; Creative Marketing Approaches
July	June 2	Creative Ways of Celebrating Life and Death; the Cemetery as a Community Resource
August	June 30	Becoming a CCCE - the Journey and What It Means
September	July 29	Supersize 2012 Convention Issue with Special Bonus Distribution; Official Exhibitor Profiles
October	September 1	Mausoleum Design, Family Estates; Options for 'Baby Boomers'
November	September 30	Convention Report; Cemeteries are for the Living; Succession Planning; Veterans Day
December	November 3	Convention Wrapup; Impact of the Economy on Continuing Education; Impact if You Don't Continue to Grow

Death in TUCSON



Supersize CONVENTION Issue



Highlighting events at member cemeteries



ADVERTISING RATES

2012

Size	1x		3x		6x		12x	
	4C	BW	4C	BW	4C	BW	4C	BW
Full page	\$1,685	\$885	\$1,650	\$850	\$1,630	\$830	\$1,610	\$810
2/3 page	\$1,410	\$610	\$1,390	\$590	\$1,370	\$570	\$1,345	\$545
1/2 page	\$1,350	\$550	\$1,325	\$525	\$1,300	\$500	\$1,275	\$475
1/3 page	\$1,250	\$450	\$1,230	\$430	\$1,210	\$410	\$1,190	\$390
1/4 page	\$1,190	\$390	\$1,170	\$370	\$1,140	\$340	\$1,125	\$325
1/6 page	\$1,145	\$345	\$1,115	\$315	\$1,090	\$290	\$1,070	\$270
2-page spread	\$2,565	\$1,765	\$2,500	\$1,700	\$2,455	\$1,655	N/A	N/A
2-page spread insert	\$2,935	\$2,135	\$2,870	\$2,070	\$2,810	\$2,010	N/A	N/A
Business Card	\$225 per insertion		<p>Reserve advertising space today! Chris Kohut at 708.202.1242 or cakohut@catholiccemeterconference.org.</p>					

Special Placement Guarantee

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

Discounts

Pre-payment: advertisers who pay for their ENTIRE SCHEDULE prior to the space reservation date for their first scheduled insertion receive an additional one percent off the rates listed above.

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.

Agency Commission

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.

GREAT NEWS!

We're holding our rates again for 2012! No price increases. We also offer a variety of discounts to help you keep your annual budget on track. This includes:

pre-pay advertising for the year and gain an **extra 1% discount** on top of the **15% agency commission** (if qualified) as well as the **multiple insertion discount**. Call Editor Dennis Fairbank or Managing Editor Chris Kohut at 708.202.1242 to learn more.



Full Page

trim size:

8.5 x 11

with bleeds:

8.75 x 11.25

additional 10% fee

Live area-no bleed:

7.5 x 10

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

Additional Opportunities

Inserts, Bind-ins or Tip-ons

Information on these additional methods of advertising may be obtained by contacting Managing Editor Christine Kohut at 708.202.1242 or cakohut@catholiccemeteryconference.org.

Member and 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 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 by calling 708.202.1242. Permission is required and there is a fee to use the list.

Artwork Specs and Contract Details

- Artwork must be supplied as a digital file prepared using Quark Express 5.0 or higher, Adobe Illustrator, Photoshop or PDF. Art may be sent in PDF, EPS or Tiff format. If Adobe In-Design is used, please send the art in EPS format or with fonts outlined.
- All fonts and supporting graphics must be included with files.
- All halftones should be 133-line screen maximum. Digital continuous tone images should be minimum 266 dpi at 100%.
- Artwork that is emailed should be sent as a Hi-res PDF. Files larger than 7MB must be uploaded to our FTP site. CDs are also acceptable.
- Color art must be sent as CMYK and will be considered as 4-color. Do not send art as RGB. Any additional Spot colors will be charged at \$400 per color.
- 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.
- Two "tear sheets" of the ad in the magazine will be sent to the Advertiser with an invoice once magazine is printed. All invoices are payable on receipt. Any advertiser with an outstanding invoice of 60 days or more will not be allowed to advertise until the bill is paid in full.
- The Publisher reserves the right to refuse or disapprove any advertising in accordance with any rules the Publisher may have.
- The Advertiser may terminate the Ad Contract at any time by giving 45 days prior written notice to the Publisher.
- 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.



ADVERTISER:

Company _____

Address _____

City _____

State / Zip _____

Contact _____

Phone _____

Fax _____ E-mail _____

Web Address _____

AGENCY:

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 (*enclose 2 copies of Business Card*)

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 2012 Ad Rate Card. Please note, contract is not binding without signature.

Signature _____

Date _____

Return this contract with a copy of your ad 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