



# 2022 MEDIA KIT

Print, digital and event advertising opportunities



# ICCFA'S REACH

## CONNECT WITH ALL SEGMENTS OF DEATHCARE

The International Cemetery, Cremation & Funeral Association (ICCFA) is a progressive association whose mission is to provide education, networking and legislative guidance to deathcare professionals worldwide. ICCFA's print, digital and event advertising opportunities can help you reach clients and potential customers quickly and cost-effectively. We are the only association to include all segments of the cemetery, cremation and funeral service profession.

Our audience includes: funeral home and cemetery owners/managers; industry suppliers from monument designers to prep room equipment suppliers; grounds foremen; sales counselors; pet loss professionals; administrative staff; cremationists; funeral directors/embalmers; mortuary students; finance providers; and so much more.

# 70,000+

MAGAZINES PRINTED IN 2021

# 200,000+

PAGEVIEWS ON ICCFA.COM

# PRINT OPPORTUNITIES



## MAGAZINE DISPLAY ADS

“Memento mori” is a Latin phrase that translates to “remember you must die.” It is a reminder to live each day fully and to understand the importance of our impact on the lives of others. This name reflects the ICCFA membership and the meaningful work accomplished in the deathcare profession. It is for this reason that in 2020, the official ICCFA magazine became *Memento Mori*. While the name has changed, the exceptional articles and content have not. Advertising in *Memento Mori* is an effective way to put your company in front of all segments of the deathcare profession.

Display ads are available in a variety of size options:

- Full page
- 1/2 page
- 1/4 page
- 2/3 page
- 1/3 page
- 1/6 page

## BUSINESS CARD ADS

These ads may be small but they have a big impact! For the price-conscious advertiser, this option is an incredible way to connect with our audience. A business card-size ad can be used to buy, sell, hire or promote your business in *Memento Mori* at a reasonable price.

- Charge for business card-size (3.5” wide x 2” high) ad: \$250
- All ads must be paid for in advance – payment should accompany order.
- All ads must be received one month prior to date of publication. Ads must be typewritten for clarity and accuracy.

# 60+

ADVERTISERS PER ISSUE IN 2021

# 2022 MEMENTO MORI ADVERTISING RATES

(Based on insertion frequency)

|                  | 1x      | 3x      | 6x      | 10x     |
|------------------|---------|---------|---------|---------|
| <b>Full Page</b> | \$3,032 | \$2,790 | \$2,646 | \$2,514 |
| <b>2/3 Page</b>  | \$2,271 | \$2,095 | \$1,985 | \$1,886 |
| <b>1/2 Page</b>  | \$1,720 | \$1,577 | \$1,500 | \$1,433 |
| <b>1/3 Page</b>  | \$1,268 | \$1,169 | \$1,103 | \$1,058 |
| <b>1/4 Page</b>  | \$1,058 | \$970   | \$926   | \$882   |
| <b>1/6 Page</b>  | \$783   | \$728   | \$684   | \$651   |

| STANDARD SIZES                          | WIDTH" X HEIGHT" |
|---|------------------|
| <b>Full Page with Bleed</b>             | 8.75 x 11.25     |
| <b>Full Page</b>                        | 7.5 x 10         |
| <b>2/3 Page</b>                         | 4.5 x 10         |
| <b>1/2 Page Island</b>                  | 4.5 x 7.25       |
| <b>1/2 Page Vertical</b>                | 3.375 x 10       |
| <b>1/2 Page Horizontal with Bleed</b>   | 8.75 x 5         |
| <b>1/2 Page Horizontal</b>              | 7.5 x 4.875      |
| <b>1/3 Page Vertical</b>                | 2.125 x 10       |
| <b>1/3 Horizontal</b>                   | 7.5 x 2.75       |
| <b>1/3 Page Square</b>                  | 4.5 x 4.875      |
| <b>1/4 Page Vertical</b>                | 3.375 x 4.875    |
| <b>1/4 Page Horizontal</b>              | 4.5 x 3.625      |
| <b>1/6 Page Vertical</b>                | 2.125 x 4.875    |
| <b>1/6 Page Horizontal</b>              | 4.5 x 2.3125     |
| For all bleeds, add 0.125" on each side |                  |

## SPECIFICATIONS/MECHANICAL REQUIREMENTS

- Trim size 8 1/2 x 11; bleeds should have 1/8-inch outer rim.
- Safety Margin: keep live matter 3/8-inch from head, foot and outer rim.
- Halftones: 150 or 175 line screen preferred; 133 or 120 line screen accepted.
- Four-color screen: 150 lines
- Artwork must be provided as high-resolution (300 dpi) digital files (PDFs preferred). Color ads must be in four-color/CMYK format.

## CONTRACT REGULATIONS

- All cancellations will be subject to a short rate fee.
- If art from a scheduled ad is not received by the deadline or if art proves to be defective or deficient for printing purposes, the *Memento Mori* reserves the right to repeat the most recent ad of the same size, or the advertiser will be billed for the space reserved but not used.
- *Memento Mori* reserves the right to request prepayment from new advertisers that are not members of the ICCFA.
- Contract year covers 12-month period (10 issues) beginning with the first insertion month.
- Multiple ads in a single issue count as multiple insertions.
- An advertiser who does not complete a committed schedule or contract is subject to a \$100 fee.
- Advertisers not on contract will be charged the one-time rate but will be credited for the price differences on 3-, 6-, or 10-time rate as earned by subsequent insertions within their contract year.
- Requested positions are not guaranteed.
- All advertising is subject to publisher's approval. Advertisers and advertising agencies assume liability for all content of advertisements printed and for any claims arising therefrom against the publisher.
- "Paid advertisement" will be printed at the bottom of any ad which in the publisher's opinion could be confused with editorial matter.
- Publisher is not responsible for errors in material provided.
- Cancellations are not accepted and copy corrections cannot be guaranteed if received after the closing date.
- Publisher is not liable for delays in delivery or non-delivery due to any and all conditions, events or circumstances beyond publisher's control.
- No cash discounts will apply.

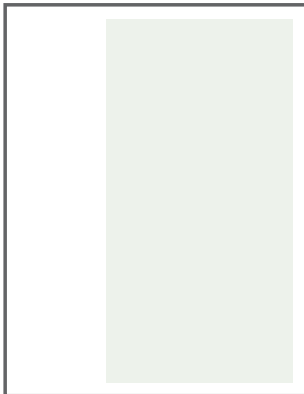
## EXTRA CHARGES

- Advertising submitted after the "materials due" deadline which must be stripped into the magazine will be charged the prevailing rates by the local market.
- If an advertiser or agency requires a color proof for approval, the cost of produce and ship the proof will be charged to the advertiser/agency.
- Any changes or corrections made to ads will be charged to the agency. If the advertiser does not use an advertising agency, the charges will be assessed to the advertiser.
- Three key cover positions: 4-color, full page rate plus additional \$400 per insertion.
- Inserts: please call for pricing.
- Color charges prevail when advertiser furnishes color files or materials.
- 15% commissions are extended to recognized agencies on space, color and position.
- Agency commissions do not apply to production/mechanical charges

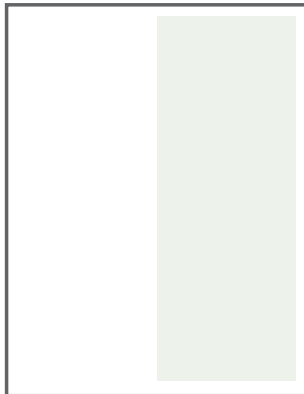
# MEMENTO MORI AD PLACEMENT OPTIONS



Full Page



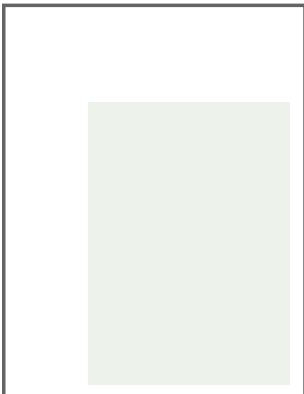
2/3 Page



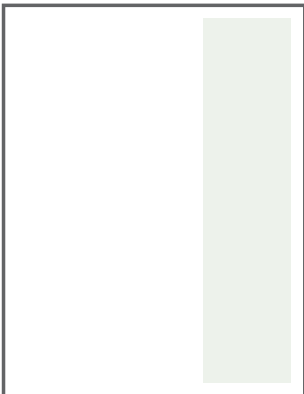
1/2 Page Vertical



1/2 Page Horizontal



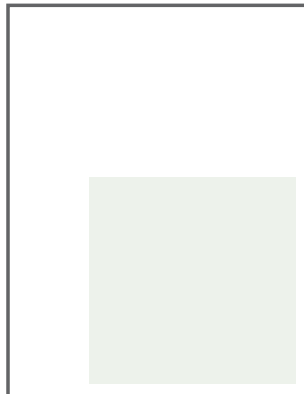
1/2 Page Island



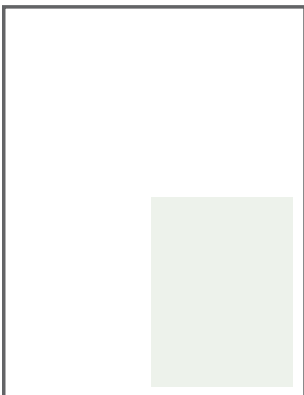
1/3 Page Vertical



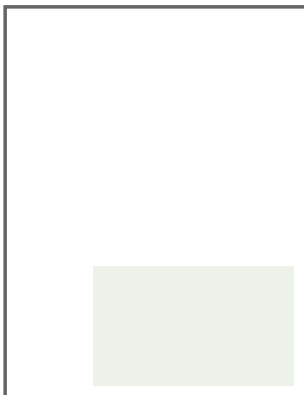
1/3 Page Horizontal



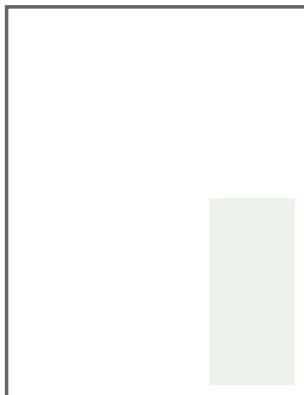
1/3 Page Square



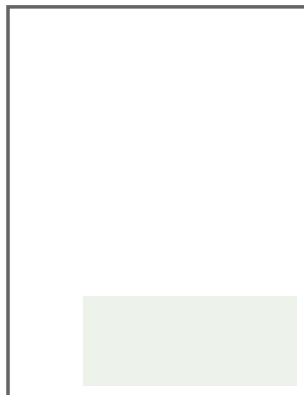
1/4 Page Vertical



1/4 Page Horizontal



1/6 Page Vertical



1/6 Page Horizontal

# 2022 MEMENTO MORI EDITORIAL CALENDAR

|                              |  |  |
|------------------------------|--|--|
| <b>JANUARY</b>               | <b>2022 Annual Convention Program Preview</b><br>★ Bonus circulation: DEAD Talks Sales Conference              | <b>Ad space reserved by:</b> November 30<br><b>Ad materials due by:</b> December 6 |
| <b>FEBRUARY</b>              | <b>Cemetery and Funeral Home Architectural Design &amp; Maintenance</b><br>Plus: Community Service             | <b>Ad space reserved by:</b> January 3<br><b>Ad materials due by:</b> January 7    |
| <b>MARCH/<br/>APRIL</b>      | <b>2022 Annual Convention Preview Issue</b><br>★ Bonus circulation: Annual Convention                          | <b>Ad space reserved by:</b> January 28<br><b>Ad materials due by:</b> February 3  |
| <b>MAY</b>                   | <b>Celebration of Life: Personalization and Celebrants</b><br>Plus: Green Burials                              | <b>Ad space reserved by:</b> March 31<br><b>Ad materials due by:</b> April 7       |
| <b>JUNE</b>                  | <b>Pre-need Sales and Strategic/Creative Marketing</b>   | <b>Ad space reserved by:</b> April 29<br><b>Ad materials due by:</b> May 1         |
| <b>JULY</b>                  | <b>Products, Supplies, and Technology</b><br>Plus: Mortuary Education<br>★ Bonus circulation: ICCFA University | <b>Ad space reserved by:</b> June 1<br><b>Ad materials due by:</b> June 6          |
| <b>AUGUST/<br/>SEPTEMBER</b> | <b>2022 Annual Convention Wrapup</b>   | <b>Ad space reserved by:</b> June 30<br><b>Ad materials due by:</b> July 6         |
| <b>OCTOBER</b>               | <b>Legal, Legislative, and Regulatory Issues</b><br>Plus: Tributes and Memorialization                         | <b>Ad space reserved by:</b> August 31<br><b>Ad materials due by:</b> September 6  |
| <b>NOVEMBER</b>              | <b>Cremation</b><br>Plus: Reaching Veterans  | <b>Ad space reserved by:</b> September 30<br><b>Ad materials due by:</b> October 4 |
| <b>DECEMBER</b>              | <b>Pet Loss Services &amp; Products</b>  | <b>Ad space reserved by:</b> October 28<br><b>Ad materials due by:</b> November 2  |

\* The 2022 Memento Mori Editorial Calendar is subject to change. Bonus circulation at events may not be available.



# 2022 MEMENTO MORI ADVERTISING INSERTION ORDER FORM

This form is for placing an ad in *Memento Mori* only. Please see the "Online Advertising Insertion Order Form" to place an ad online, in *Wireless*.

## ADVERTISER

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Person to contact \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

## AD AGENCY

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Person to contact \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

### DATES OF INSERTION (PLEASE CHECK DATES DESIRED AND INDICATE YEAR)

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

### SIZE/TYPE OF INSERTION

- Check one  Full page     2/3 pg vert.     1/2 pg island     1/2 pg vert.     1/2 pg horiz.     1/3 pg sq.  
 1/3 pg vert.     1/3 pg horiz.     1/4 pg vert.     1/4 pg horiz.     1/6 pg vert.     1/6 pg horiz.  
 Business card ad: **\$250**

- Check one  Art enclosed     Will send     Pick up from (date of issue)

## PAYMENT

TOTAL AMOUNT \_\_\_\_\_

Check # \_\_\_\_\_    Credit card (check one):  Visa     Mastercard     American Express     Discover

Credit card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) \_\_\_\_\_

Billing address for card (required to process) \_\_\_\_\_

Email address to send receipt \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please fax this form to the attention of Rick Platter at 703.391.8416 or email it to [rplatter@iccfa.com](mailto:rplatter@iccfa.com)

# DIGITAL OPPORTUNITIES



## WEBSITE ADS

The ICCFA website receives more than 77,000 unique visitors and 200,000 page views per year from members and non-members alike. Your digital advertisement will reach deathcare professionals across the globe.

**Cost:** \$2,800 for 12 months.

Banner advertisements are 700 pixels wide x 150 pixels high.

Vertical skyscraper ads should be 200 pixels wide x 300 pixels high.

## VIDEO AD IN DIGITAL FLIPBOOK MAGAZINE

Share your company's message in a 15-second video advertisement that will play in the new digital flipbook edition of *Memento Mori*.

**Cost:** \$300 per issue

## WIRELESS E-NEWSLETTER

*Wireless* is ICCFA's bi-weekly electronic newsletter exclusively for our members and sent out to over 6,500 subscribers. It provides the latest information on legal/legislative issues that affect the deathcare profession and highlights ICCFA events, programs and initiatives. That means when ICCFA members read *Wireless*, you can be sure they will see your ad.

### Standard skyscraper

(160 pixels wide x 275 pixels high)

- \$650 for three months

### Double skyscraper

(160 pixels wide x 400 pixels high)

- \$750 for three months

### Standard banner

(700 pixels wide x 150 pixels high)

- \$850 for three months

All ads should be a single image. Files should be RGB, 72 dpi and in one of the following formats: JPG, GIF, PNG, or BMP. Advertisers will receive two points toward their Annual Convention booth space for each banner ad they place per year.



# CLASSIFIED ADS



## BUY, SELL OR HIRE

Whether you are looking to purchase new property, sell your business or are in the market to hire, the ICCFA has the best reach for your classified ad. Not only will your classified ad appear on the ICCFA website, it will be featured in up to two *Wireless* e-newsletters for added exposure.

- Classified ads cost \$190 for a max of 250 words and must be prepaid. Website links, emails links and company logo are included at no charge.
- Ads are placed on the ICCFA website for four weeks.
- All advertising is subject to the publisher's approval; advertisers assume liability for all content of advertisements printed and for any claims arising therefrom against the publisher.
- Please contact the ICCFA for information about long-term contracts.

# 4,000+

CLASSIFIEDS VIEWED ON ICCFA.COM IN 2021



# 2022 ICCFA DIGITAL ADVERTISING INSERTION ORDER FORM

This form is for placing an advertisement online, in *Wireless* only. Please see the "Memento Mori Display Advertising Insertion Order Form" to place an ad in *Memento Mori*.

## ADVERTISER

Address

City State Zip

Person to contact Phone

Email

## AD AGENCY

Address

City State Zip

Person to contact Phone

Email

\*\* Ad runs of six months in length and renewals receive a 10% discount. *Memento Mori* advertisers receive a 10% discount on online ads (excludes classifieds). All ads are based on availability. The homepage of the site is NOT available. Rotating: In a rotation with other advertisers. When a page is refreshed, the ads will rotate positions.

- This order form is subject to all of the provisions of the online advertisement rate card in effect on the date of the signature.
- This reservation is NOT complete without a signed authorization and pre-payment.
- Full payment is required in advance.

## TYPE OF INSERTION (CHECK ONE)

- Online Classified for four weeks: **\$190**
- Online banner ad for one year: **\$2,800** (12 available)
- Banner ad in *Wireless* for three months: **\$850** (6 available)
- Video advertisement in digital flipbook magazine: **\$300**
- Skyscraper ad in *Wireless* for three months: **\$650** (4 available)
- Double skyscraper ad in *Wireless* for three months: **\$750** (2 available)

## PAYMENT

TOTAL AMOUNT

Check # \_\_\_\_\_  Credit card (check one):  Visa  Mastercard  American Express  Discover

Credit card number Exp. date

Name as it appears on card

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card)

Billing address for card (required to process)

Email address to send receipt

Signature Date

Memo

Please fax this form to the attention of Rick Platter at 703.391.8416 or email it to [rplatter@iccfa.com](mailto:rplatter@iccfa.com)

# SPONSORSHIP OPPORTUNITIES



## ICCFA EVENT SPONSORSHIPS

Sponsorships provide an opportunity to not only support the ICCFA's educational events, but to also get your organization in front of hundreds of the most progressive industry professionals. Each one of our educational conferences targets a different audience and offers different opportunities. No amount is too small to become a sponsor!

As an ICCFA sponsor, you'll receive recognition through printed pre-show materials, emails, the ICCFA website, the on-site program, on-site signage and verbal recognition from the stage. Following the event, you will receive an ROI report detailing where and how your company sponsorship was recognized.

**Target Audiences:** Sales managers & counselors; ICCFA members (most with final purchasing authority); CEOs and upper level management

**Sample Sponsorship Opportunities:** Keynote speakers, virtual networking, commercials, and audio/visual support, receptions, coffee breaks, lunches, educational tracks, general session staging & audio/visual

## YEARLY SPONSORSHIPS

Yearly sponsorship packages are also available. Please see the Yearly Sponsorship Prospectus for more information.

## NEED MORE INFORMATION?

Please visit [www.iccfa.com](http://www.iccfa.com) or contact Kelly Spann, CMP, at [kspann@iccfa.com](mailto:kspann@iccfa.com) or 703.391.8405 for more information about all of our sponsorship opportunities.



INTERNATIONAL CEMETERY, CREMATION<sup>®</sup>  
AND FUNERAL ASSOCIATION

107 Carpenter Drive, Suite 100  
Sterling, VA 20164

# WE'RE ALWAYS HERE TO HELP

## **RICK PLATTER**

**SUPPLIER RELATIONS MANAGER**

571.323.2985

*[rplatter@iccfa.com](mailto:rplatter@iccfa.com)*

### **Contact Rick for:**

- Advertising
- Exhibiting
- Supplier Membership

## **KELLY SPANN, CMP**

**MEETING MANAGER**

703.391.8405

*[kspann@iccfa.com](mailto:kspann@iccfa.com)*

### **Contact Kelly for:**

- Event Sponsorships
- Yearly Sponsorship Packages