



2021 MEDIA KIT

Print, digital and event advertising opportunities

MEMENTO MORI DISPLAY ADS

MAXIMUM EXPOSURE: PUBLISHED 10 TIMES A YEAR AND SENT TO 7,500+ BUSINESSES



Memento Mori can help you reach new clients quickly and cost-effectively. It is published by the only association to include all segments of the cemetery, cremation and funeral service profession...and is therefore your best choice for expanding your client base!

- *Memento Mori* goes to the industry's top decision makers—the cemetery, crematory and funeral home owners and managers who make purchasing decisions.
- In addition to *Memento Mori's* regular circulation, each issue is sent out for distribution at state, regional and national industry conferences, giving you greater exposure to a wider audience.
- Because *Memento Mori* provides such a uniquely broad variety of news and how-to information, the average pass-along readership rate for each issue is 4 additional readers. This brings our total readership to nearly 30,000!
- *Memento Mori* readers are loyal—they are members who rely on the association for support in their businesses through the magazine and other benefits.
- A sale to an ICCFA member provides a distinct advantage non-association trade publications cannot offer: word-of-mouth marketing. As colleagues in this entrepreneurial organization, our members share ideas, stories and supplier references with one another.
- In survey after survey of our readers, *Memento Mori* rates as the most informative, highest quality trade magazine in the profession. A recent survey conducted by an independent ad agency found *Memento Mori* rated #1 among 21 trade publications as the most "consistently read."
- As part of an association community, our readers consider the *Memento Mori* their magazine. They write the articles. They contribute the news updates. As a result, they have a vested interest in the continued quality and success of the publication and a unique personal connection to it.

MEMENTO MORI BUSINESS CARD ADS

SPECIALTY ADS AT AFFORDABLE RATES

- All ads must be paid for in advance – payment should accompany order.
- Charge for "business card" size (3.5" wide x 2" high) classified ad: \$200
- All ads must be in house one month prior to date of publication. Ads must be typewritten for clarity and accuracy.

MEMENTO MORI ADVERTISING RATES

(Based on insertion frequency)

	1x	3x	6x	10x
Full Page	\$2,888	\$2,657	\$2,520	\$2,394
2/3 Page	\$2,163	\$1,995	\$1,890	\$1,796
1/2 Page	\$1,638	\$1,502	\$1,428	\$1,365
1/3 Page	\$1,208	\$1,113	\$1,050	\$1,008
1/4 Page	\$1,008	\$924	\$882	\$840
1/6 Page	\$746	\$693	\$651	\$620

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

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 \$50 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 \$300 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

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.

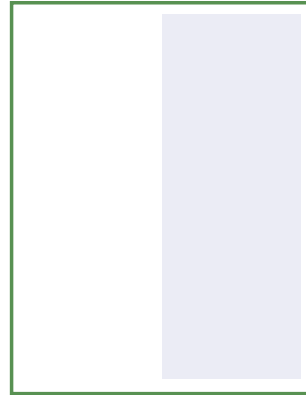
AD PLACEMENT OPTIONS



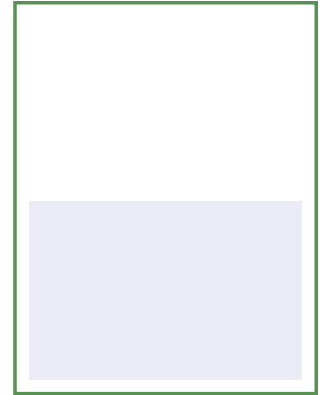
Full Page



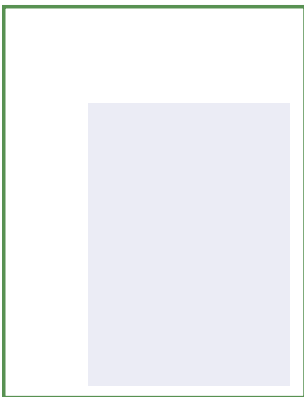
2/3 Page



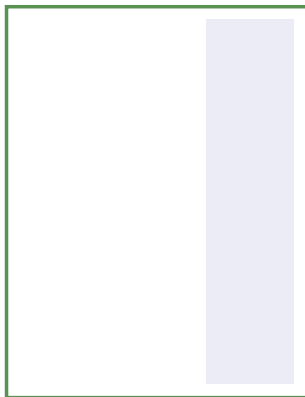
1/2 Page Vertical



1/2 Page Horizontal



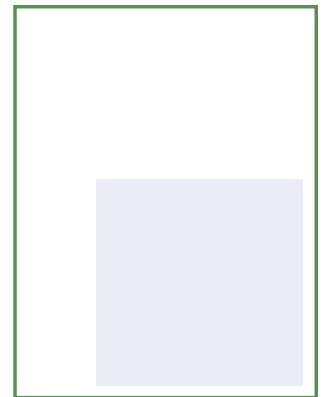
1/2 Page Island



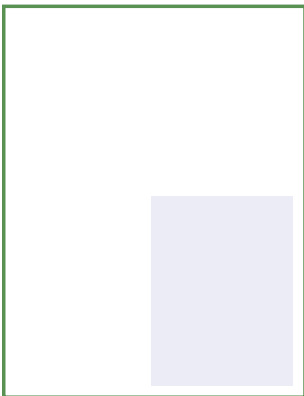
1/3 Page Vertical



1/3 Page Horizontal



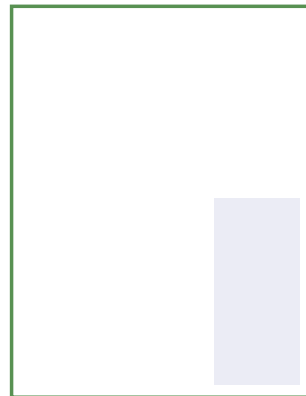
1/3 Page Square



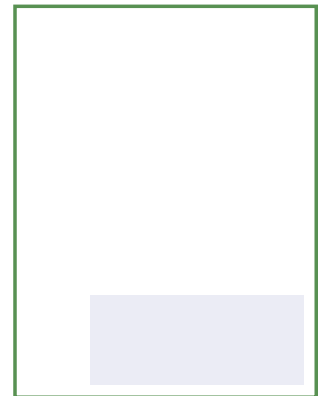
1/4 Page Vertical



1/4 Page Horizontal



1/6 Page Vertical



1/6 Page Horizontal

MEMENTO MORI 2021 EDITORIAL CALENDAR

JANUARY	Celebration of Life: Personalization & Celebrants	Ad space reserved by: November 27 Ad materials due by: December 4
FEBRUARY	Cemetery & Funeral Home Architectural Design & Maintenance	Ad space reserved by: January 4 Ad materials due by: January 7
MARCH/APRIL	2021 Annual Convention Preview Issue ★ Bonus circulation	Ad space reserved by: January 27 Ad materials due by: February 3
MAY	2021 Annual Convention On-site Issue ★ Bonus circulation: ICCFA Convention	Ad space reserved by: March 29 Ad materials due by: April 2
JUNE	Products, Suppliers, and Tech Plus: Mortuary Education	Ad space reserved by: April 29 Ad materials due by: May 5
JULY	Cremation Plus: Tributes & Memorialization ★ Bonus circulation: ICCFA University	Ad space reserved by: May 27 Ad materials due by: June 3
AUGUST/SEPTEMBER	Full 2021 Annual Convention Coverage Issue ★ Bonus circulation: Executive Leadership Summit	Ad space reserved by: June 30 Ad materials due by: July 5
OCTOBER	Legal, Legislative, and Regulatory Issues	Ad space reserved by: August 31 Ad materials due by: September 3
NOVEMBER	Pre-need Sales and Strategic/Creative Marketing Plus: Reaching Veterans	Ad space reserved by: September 27 Ad materials due by: October 1
DECEMBER	Pet Loss Services & Products	Ad space reserved by: October 27 Ad materials due by: November 1

* The 2021 Memento Mori Editorial Calendar is subject to change. Bonus circulation at events may not be available.



2021 MEMENTO MORI, AN ICCFA MAGAZINE 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* or *PLPA Coffee Talk*.

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
- | | | | | | |
|--|--|--|--|--|--|
| <input type="checkbox"/> Full page | <input type="checkbox"/> 2/3 pg vert. | <input type="checkbox"/> 1/2 pg island | <input type="checkbox"/> 1/2 pg vert. | <input type="checkbox"/> 1/2 pg horiz. | <input type="checkbox"/> 1/3 pg sq. |
| <input type="checkbox"/> 1/3 pg vert. | <input type="checkbox"/> 1/3 pg horiz. | <input type="checkbox"/> 1/4 pg vert. | <input type="checkbox"/> 1/4 pg horiz. | <input type="checkbox"/> 1/6 pg vert. | <input type="checkbox"/> 1/6 pg horiz. |
| <input type="checkbox"/> "Business card" classified ad: \$200 | | | <input type="checkbox"/> Basic classified ad: \$175 | | |
- Check one
- | | | |
|---------------------------------------|------------------------------------|---|
| <input type="checkbox"/> Art enclosed | <input type="checkbox"/> Will send | <input type="checkbox"/> Pick up from (date of issue) |
|---------------------------------------|------------------------------------|---|

- This order form is subject to all of the provisions of the *Memento Mori* rate card in effect on the date of signature.
- This reservation is NOT complete without a signed authorization.
- CANCELLATIONS: Cancellations must be received on or before the SPACE deadline and will be subject to a short rate fee. ICCFA reserves the right to repeat the most recent ad run, or to charge for space reserved, if copy/artwork is not received by the MATERIAL deadline.

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

DIGITAL ADVERTISING OPTIONS

WIRELESS & PLPA COFFEE TALK:
ADVERTISE DIRECTLY IN OUR MEMBERS' INBOXES; SPACE LIMITED!



Wireless is ICCFA's bi-weekly electronic newsletter exclusively for its members and sent out to more than 6,500 subscribers. *PLPA Coffee Talk* is the monthly electronic newsletter for members of the Pet Loss Industry and is sent to more than 1,300 subscribers.

Standard skyscraper

(160 pixels wide x 275 pixels high)

- \$500 for three months in *Wireless*

- \$400 for three months in *PLPA Coffee Talk*

Standard banner

(700 pixels wide x 150 pixels high)

- \$700 for three months in *Wireless*

Double skyscraper

(160 pixels wide x 400 pixels high)

- \$600 for three months in *Wireless*

- \$500 for three months in *PLPA Coffee Talk*

ONLINE/WIRELESS CLASSIFIED ADS: ELECTRONIC ADVERTISING AT ITS FINEST

Do you have a job available or are you looking for a position in the funeral, cemetery and memorialization industry? Need to buy or sell products or property? Post your classified ad today online at www.iccfa.com today! Our website receives more than 76,000 unique visitors per year on average.

- Classified ads cost \$175 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.



DIGITAL ADVERTISING OPTIONS

ONLINE DISPLAY ADVERTISING: REACH A CAPTIVE AUDIENCE OF INDUSTRY MEMBERS ON THE ASSOCIATION'S WEBSITE

The ICCFA's website, www.iccfa.com, is a hub of knowledge, news, resources and tools for industry members and consumers. ICCFA.com receives more than 77,000 unique visitors and 260,000 page views* per year.

ICCFA's audience include a wide array of individuals:

- Funeral home or cemetery owners/managers
- Industry suppliers
- Grounds foremen
- Consumers
- Pet loss professionals
- Administrative staff
- Cremationists
- Funeral directors/embalmers

Cost: \$2,500 for 12 months.**

Advertisers will receive two points toward their Annual Convention booth space for each banner ad they place per year.

Banner advertisements on www.iccfa.com are 700 pixels wide x 150 pixels high.

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

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.

* A page view is a request to load a single page of an Internet site. A unique page view is the number of individual visitors who have visited an Internet site; each visitor to a site is counted only once no matter how many pages he/she opens.

** Ad 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. All ads are rotating; In a random rotation with other advertisers. When a page is refreshed, the ads will rotate positions.

The screenshot displays the ICCFA website's 'CLASSIFIEDS' section. At the top, there is a navigation bar with links for HOME, MEMBERSHIP, EDUCATION, LEGAL, RESOURCES, and CONTACT. The main heading is 'CLASSIFIEDS'. Below this, there is a large banner area with the text 'NGL BANNER' and a 'SKYSCRAPER' ad format shown vertically on the right. The classified ads section lists several job openings, including 'EXPERIENCED MERCHANDISE SALES PERSON (PENNSYLVANIA)', 'FUNERAL DIRECTOR/EMBALMER (BRYAN/COLLEGE STATION, TX)', 'CEMETERY SALES MANAGERS AND FAMILY SERVICE COUNSELORS (VARIOUS LOCATIONS)', and 'FUNERAL DIRECTOR/EMBALMER (CINCINNATI, OH)'. A sidebar on the right titled 'CLASSIFIED ADS' provides information about the ad service, including a list of questions and a disclaimer. At the bottom of the page, there are sections for 'About ICCFA', 'ICCFA's Mission', and 'Upcoming Events'.



ICCFA 2021 DIGITAL ADVERTISING INSERTION ORDER FORM

This form is for placing an advertisement online, in *Wireless* or *PLPA Coffee Talk* 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)

- | | |
|--|---|
| <input type="checkbox"/> Online Classified for four weeks: \$175 | <input type="checkbox"/> Double skyscraper ad in <i>Wireless</i> for three months: \$600 (2 available) |
| <input type="checkbox"/> Online banner ad for one year: \$2,500 (12 available) | <input type="checkbox"/> Skyscraper ad in <i>PLPA Coffee Talk</i> for three months: \$400 (4 available) |
| <input type="checkbox"/> Banner ad in <i>Wireless</i> for three months: \$700 (6 available) | <input type="checkbox"/> Double skyscraper ad in <i>PLPA Coffee Talk</i> for three months: \$500 (2 available) |
| <input type="checkbox"/> Skyscraper ad in <i>Wireless</i> for three months: \$500 (4 available) | |

PAYMENT

TOTAL AMOUNT

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 _____

SPONSORSHIP OPPORTUNITIES

PROMOTE YOUR BRAND TO TARGETED AUDIENCES

Sponsorships provide an opportunity to not only support your association's educational events, but to also get your name in front of hundreds of the most progressive industry professionals. Each one of our educational conferences target a different audience and offer 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.

	DEAD TALKS January 11–15, 2021 Virtual Conference Las Vegas, NV	TARGET AUDIENCE: Sales managers & counselors Sample Sponsorship Opportunities: Keynote speakers, virtual networking, commercials, and audio/visual support
	ICCFA ANNUAL CONVENTION & EXPOSITION May 12–15, 2021 Las Vegas, NV	TARGET AUDIENCE: ICCFA members, most with final purchasing authority Sample Sponsorship Opportunities: Keynote speakers, receptions, coffee breaks, lunches, registration bags, daily show emails, educational tracks, general session staging & audio/visual
	EXECUTIVE LEADERSHIP SUMMIT September 13–16, 2021 Paradise Valley, AZ	TARGET AUDIENCE: CEOs and upper level management Sample Sponsorship Opportunities: Keynote speakers, Golf Tournament boxed lunches, receptions, breakfasts, coffee breaks, audio/visual support

Please visit www.iccfa.com or contact Kelly Spann, CMP, at kspann@iccfa.com or 703.391.8405 for more information about all of our sponsorship opportunities.

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



107 Carpenter Drive, Suite 100
Sterling, VA 20164

WE'RE ALWAYS HERE TO HELP

CONTACT US IF YOU HAVE ANY QUESTIONS

RICK PLATTER

SUPPLIER RELATIONS MANAGER

571.323.2985

rplatter@iccfa.com

Contact Rick for:

- Advertising
- Exhibiting
- Supplier Membership
- Supply Link

KELLY SPANN, CMP

MEETING MANAGER

703.391.8405

kspann@iccfa.com

Contact Kelly for:

- Sponsorship
- Annual Sponsorship Packages