



# KFDA Journal

KANSAS FUNERAL DIRECTORS ASSOCIATION

## 2021 ADVERTISING AGREEMENT

Advertiser: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

PLEASE PRINT

Signature \_\_\_\_\_ Phone \_\_\_\_\_

Ad Size \_\_\_\_\_ Cost per issue \_\_\_\_\_

<b>Print Ad, circle one:</b>	9 issues	5-8 issues*	4 issues or less*
<b>Print Ad, circle one:</b>	New ad enclosed	Repeat 2020 ad	New ad

\*Circle months to run ad: JAN FEB (MAR/APR) MAY JUN JUL AUG (SEP/OCT) (NOV/DEC)

**Website Ad, circle one:** One Year (\$500 total) Monthly (\$50 per month)

\*Circle months to run ad: JAN FEB (MAR/APR) MAY JUN JUL AUG (SEP/OCT) (NOV/DEC)

Please provide the name and address below that you would like your KFDA Journal(s) mailed or emailed to (if different address than the one listed above). Please refer to "General Information" section to see how many copies come with your agreement.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please "X" \_\_\_\_\_ Full payment enclosed  
\_\_\_\_\_ Please send my bills by email  
\_\_\_\_\_ Please send my bills by mail

**Return To:** KFDA Services  
1200 S. Kansas Avenue  
Topeka, KS 66612-1375  
kfda2@kfda.kscoxmail.com

# KFDA Journal

Published by

Kansas Funeral Directors Association Services, Inc.  
1200 S. Kansas Ave., Topeka, KS 66612-1375  
785-232-7789 - FAX 785-232-7791

## 2021 ADVERTISING RATES

	9 Issues <u>(per issue)</u>	5-8 Issues <u>(per issue)</u>	4 or Less <u>(per issue)</u>
Outside Back Cover	\$180.00	\$195.00	\$225.00
Inside Back Cover	\$150.00	\$170.00	\$170.00
Inside Front Cover	\$155.00	\$175.00	\$170.00
Full Page	\$135.00	\$145.00	\$160.00
One-half Page	\$ 90.00	\$ 95.00	\$110.00
One-fourth Page	\$ 75.00	\$ 80.00	\$ 90.00
One-eighth Page	\$ 45.00	\$ 50.00	\$ 65.00

Classified Ads: Six lines - Free to KFDA Members  
\$50 per issue for Non-members

Website Footer : Rotating Logo - \$500 for 1 year or \$50 per month.

**Copy Deadline:** 15th of the preceding month (i.e. January 15th is deadline for February issue)  
(Please call if you have last minute changes, I am usually able to make changes after the deadline.)

## AD REQUIREMENTS

<u>AD Size</u>	<u>Width</u>		<u>Height</u>
Full Page	7 1/2"	X	10"
One-half Page	7 1/2"	X	4 3/4"
One-half Page	3 1/2"	X	10"
One-fourth Page	3 1/2"	X	4 3/4"
One-eighth Page	3 1/2"	X	2 7/16"
Rotating Logo	728 px	X	90 px

Print ads: Please submit your electronic (full color) file of your advertisement conforming to the sizes shown above to [kfda2@kfda.kscoxmail.com](mailto:kfda2@kfda.kscoxmail.com). Acceptable formats – PDF, scanned photographs in jpeg or tiff format. You may also mail your advertisement on a CD to the KFDA office. Keep in mind that the journal is printed in black & white but the electronic version and the file posted on our website is in full color.

Ads for rotating logo on the website: Please submit your electronic (full color) file of your advertisement conforming to the sizes shown above to [kfda2@kfda.kscoxmail.com](mailto:kfda2@kfda.kscoxmail.com). Acceptable formats – JPG, GIF, and PNG. The resolution should be 72 dpi in RGB mode.

**All fees associated with corrections to ad formatting; quality adjustments and/or creating camera ready ad for printers requirements will be charged back to advertiser.**

## General Information

For each signed agreement, of five or more issues, you will receive one free copy of the KFDA Journal. Full Page advertisers will receive three free copies with each signed contract of five or more issues (be sure to indicate on the Advertising Agreement where copies are to be mailed). Additional journal subscriptions can be purchased at the \$30 annual subscription rate. **All ads must be approved by the KFDA. KFDA reserves the right to refuse publication of any advertisement.**