



KFDA Journal

KANSAS FUNERAL DIRECTORS ASSOCIATION

2017 ADVERTISING AGREEMENT

Advertiser: _____

Billing Address: _____

Contact: _____ Email: _____

PLEASE PRINT

Signature _____ Phone _____

Ad Size _____ Cost per issue _____

| | | | |
|------------------------------|-----------------|----------------|-------------------|
| Print Ad, circle one: | 9 issues | 5-8 issues* | 4 issues or less* |
| Print Ad, circle one: | New ad enclosed | Repeat 2016 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 "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
sdivis@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

2017 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 sdavis@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 sdavis@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 two 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.**