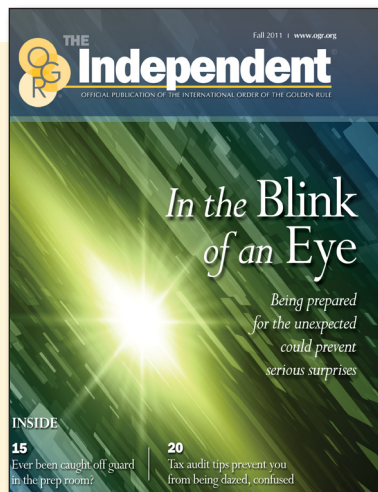




THE Independent®

OFFICIAL PUBLICATION OF THE INTERNATIONAL ORDER OF THE GOLDEN RULE



ADVERTISING RATES 2012

The Independent® is the official publication of the Order of the Golden Rule - one of the world's oldest and largest professional associations of independent funeral homes. OGR affords you direct access to the best of the best who are committed to higher levels of customer service.

The Independent® is printed in four-color with a clean and easy-to-read format. Each quarterly issue features relevant editorial content for our members, which means readers are more engaged with the magazine and your advertisements.

In addition to being a quarterly printed publication, **The Independent®** is provided electronically via email to all our members and posted on the OGR website for added exposure and convenience.

Gain the advantage with
The Independent®



100%

of OGR funeral homes are independently owned and operated with the authority to make purchasing decisions.

95%

of OGR members use *The Independent*[®] as an important source of technical and professional information.

86%

of our readers have been OGR members for more than 10 years.

OGR MEMBERS SAY IT BEST

- “We repeatedly receive more cutting-edge information from OGR.”
- “... best resource for an independent funeral director”
- “... dedicated to independent ownership”
- “OGR is far above other groups.”

The Independent[®] reaches more than 700 leading independent funeral home owners and professionals throughout North America and around the world.

The Independent[®] features technical and professional articles by death-care experts, feature stories about OGR members and advertising from leading product and service providers.

EDITORIAL CALENDAR AND DEADLINES

Winter 2012

Women in Funeral Service
Annual Conference 2012 Preview
Insertion Orders: Oct. 20, 2011
Materials: Nov. 1, 2011

Summer 2012

Technology
Fall Forum 2012 Preview
Insertion Orders: May 8, 2012
Materials: May 14, 2012

Spring 2012

Celebrating Heritage
Insertion Orders: Jan. 20, 2012
Materials: Feb. 1, 2012

Fall 2012

Disaster Recovery
Insertion Orders: Jul. 20, 2012
Materials: Aug. 1, 2012

IN EVERY ISSUE

President's message, industry-specific articles, Endorsed Supplier features, new product features from GSG suppliers, latest news from OGR members, member spotlight, milestone anniversaries, in memoriam and much more.

RATES AND SPECIFICATIONS

Image Area

Trim size: 8.5" x 11"

Bleeds: No additional charge (add .0625" bleed to trim)

FULL COLOR and BLACK & WHITE ADS

	1x	2x	4x
Full Page	\$650	\$550	\$500
2/3 Page	\$525	\$500	\$450
1/2 Page	\$450	\$375	\$300
1/3 Page	\$350	\$325	\$300
1/4 Page	\$250	\$225	\$200
1/6 Page	\$150	\$125	\$100

Premium Position add:

BC/IFC/IBC	\$250	\$200	\$150
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Ads included in pdf editions posted on OGR website at no additional fee.

Formats

PDF, JPEG, TIFF, EPS or ZIP files preferred.

Additional charges may apply for submission of film, camera-ready artwork or for any advertiser alterations after final submission.

Preferred medium is YouSendIt and our FTP server. Contact OGR for assistance.

Disclaimer: Publisher reserves the right to reject or cancel advertising at its sole discretion. Advertiser is responsible for advertiser content and holds publisher harmless for any claims, judgments or lawsuits that may arise resulting from such advertising. Publisher reserves the right to revise advertising rates at any time.

Layout Services

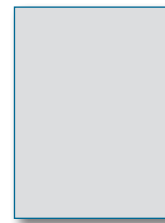
Add 15% of gross one-time issue fee (as time allows).

Commissionable/discounts do not apply.

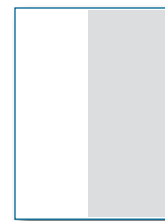
INQUIRIES

Debbie Smith
 OGR Marketing & Communications
 800.637.8030, ext. 101 | dsmith@ogr.org

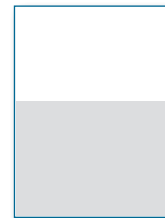
Full Page



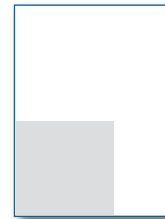
1/2 Page Vertical



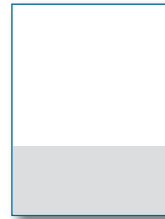
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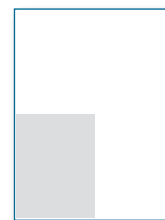
1/3 Page Sq.



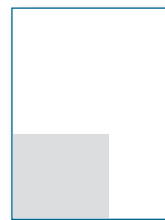
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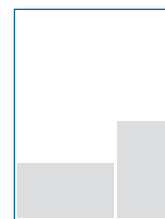
1/4 Page Vert.



1/4 Page Sq.



1/6 Page H/V



INSERTION ORDER



Advertiser agrees to the provisions of this contract and desires to enter into this agreement with the International Order of the Golden Rule. Please indicate frequency, issue(s) and size. Check for availability of premium positions. Invoices are sent following publication and are payable 30 days from invoice date. A finance charge of 1.5% per month will apply to unpaid balances.

Frequency 1x 2x 4x
Premium Position BC IFC IBC
Issue(s) Winter Spring Summer Fall
Color B&W Color

Size (inches wide x deep)

Full Page 7.5" x 10"
 2/3 Page 5" x 10"
 1/2 Page L, 5" x 7.5" 1/2 Page V, 3.75" x 10" 1/2 Page H, 7.5" x 5"
 1/3 Page V, 2.5" x 10" 1/3 Page H, 7.5" x 3.33" 1/3 Page S, 5" x 5"
 1/4 Page V, 2.5" x 7.5" 1/4 Page S, 3.75" x 5"
 1/6 Page V, 2.25" x 5.5" 1/6 Page H, 4.5" x 2.75"

Discounts, Fees and Miscellaneous

- Golden Services Group supplier/OGR member (10% discount, if agency commission is not taken.)
- Agency Commission, 15%.
- Design/layout service (15% of gross, one-time issue rate). Call for details.
- Payment is enclosed (payable to OGR in US dollars).
- Please invoice me as shown below.
- Tear sheets requested.

Classified Advertising

- Line ad (please attach a separate page, line ads are \$1.10/word.)
- Display ____ column x ____ inches (\$30 minimum. 2 3/8" x 1")

Advertiser _____

Contact (for Ad Index) _____

Address _____

City _____ State/Province _____ ZIP _____

Phone _____ Fax _____

Email _____

Advertising Agency _____

Agency contact _____

Phone _____ Fax _____

Email _____

Signature _____

Date _____

CONTACT

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