

Texas Director

2018 RATE CARD



ADVERTISING SALES

Patty Huber

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PUBLISHER

Kimberly Scheberle

Sail House Publishing

512-346-0892 **phone**

kscheberle@austin.rr.com **email**

3510 Crowncrest Drive
Austin, TX 78759

*Texas Director is published by Sail House Publishing
for the Texas Funeral Director Association.*

2018 ADVERTISING RATES

Texas Director is the official monthly publication of the Texas Funeral Directors Association and is the only publication geared exclusively toward the Texas funeral industry. Each month, *Texas Director* reaches over 1,200 funeral industry leaders, which includes students in the funeral services industry. TFDA members and member companies represent the leaders in the Texas funeral market, providing an effective platform to market your products.

Display Ad Rates

Size	1x	4x	6x	12x
Outside Back Cover	\$1,157	\$1,091	\$1,025	\$972
Inside Front Cover	\$1,047	\$986	\$925	\$876
Inside Back Cover	\$1,047	\$986	\$925	\$876
Full page	\$766	\$661	\$593	\$563
1/2 page	\$520	\$477	\$465	\$443
1/3 page	\$462	\$433	\$420	\$398
1/4 page	\$412	\$384	\$372	\$354
1/6 page	\$246	\$230	\$219	\$208

Rates per issue. All ads include color.

Classified Advertising Rates

Classified ads are \$50 for the first 50 words and \$1.25 for each additional word. E-mail typed copy of classified advertisement to Patty Huber at phuber2@austin.rr.com

Discounts

Advertising agency discounts of 15% allowed to agencies that pay submitted invoices within 30 days of billing date. TFDA Members receive 5% off all listed rates. Only one discount per advertiser is allowed.

Closing Dates

Texas Director is published 12 times a year. Space reservations are due the 1st of the month preceding publication date. For instance, a reservation for the February issue is due January 1. Artwork is due five days after the reservation deadline.

Advertisement Production

Advertising production and creation is available for \$75/hour plus reimbursement for all artwork purchased. Minimum charge for production is \$35 for 1/2 hour of work. Contact Patty Huber at phuber2@austin.rr.com for details.

Reprints

Digital reprints of articles that appear in *Texas Director* are available for a charge of \$40 per reprint. Contact Kimberly Scheberle, publisher, at 512-346-0892, kscheberle@austin.rr.com, to make arrangements.

NEW: Credit Card payments now accepted

Contact publisher Kimberly Scheberle at 512-346-0892 to make appropriate arrangements.

Texas Director

2018 MATERIAL REQUIREMENTS

All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

Acceptable software includes

- Adobe Indesign CS5 versions 7 or less
- Adobe Illustrator CS5 versions 15 or less
- Adobe Photoshop CS5 versions 12 or less

Additional files include

- .pdf – high resolution/press quality only
- .eps – flattened files only
- .tif – flattened or layered files 300 dpi minimum at actual size
- .jpg – high resolution 300 dpi minimum at actual size

Acceptable color profiles and resolution

- Images must be in a CMYK color mode
- Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
- All colors used in a document must be defined as CMYK process colors
- Spot colors must be converted to CMYK
- Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi)

SEND CONTRACT AND ARTWORK TO

Patty Huber

512-310-9795 phone

512-519-7888 fax

phuber2@austin.rr.com

3510 Crowncrest Drive
Austin, TX 78759

2018 MECHANICAL REQUIREMENTS

Trim Size – 8.5" x 11"

Bleed Size – 8.75" x 11.25"

Full page

Live Area – 7.25" x 9.75"

No bleed – 7.25" x 9.75"

Bleed – 8.75" x 11.25"

1/2 page

Horizontal (3 column)

7.25" x 4.75"

Island (2 column)

4.75" x 7.25"

1/3 page

Horizontal (2 column)

4.75" x 4.75"

Vertical (1 column)

2.25" x 9.75"

1/4 page

Horizontal (2 column)

7.25" x 2.25"

Vertical (1 column)

4.75" x 3.5"

1/6 page

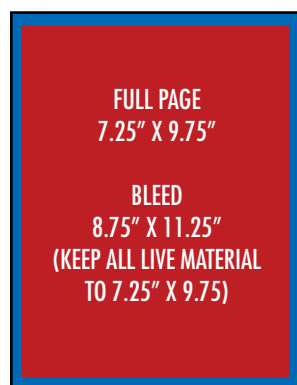
Horizontal (2 column)

4.75" x 2.25"

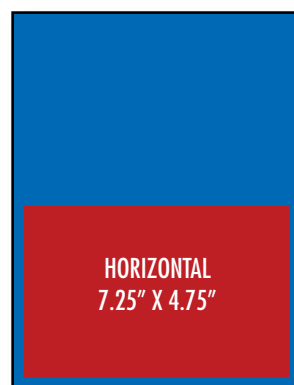
Vertical (1 column)

2.25" x 4.75"

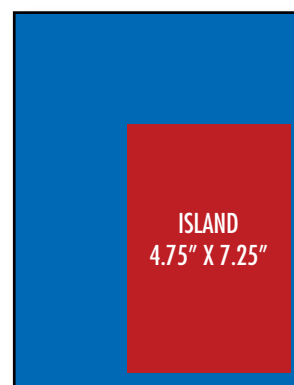
FULL PAGE



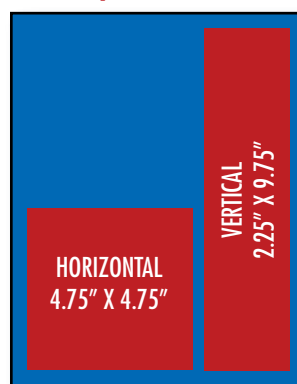
HALF PAGE



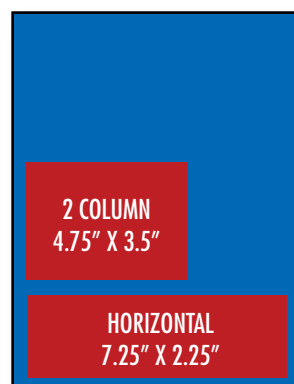
HALF PAGE



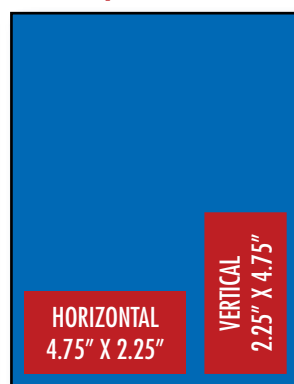
1/3 PAGE



1/4 PAGE



1/6 PAGE



Texas Director

2018 ADVERTISING SPACE PURCHASED AS FOLLOWS

Size

- ☐ Back Cover
- ☐ Inside Front Cover
- ☐ Inside Back Cover
- ☐ Full Page
- ☐ 1/2 Page
- ☐ 1/3 page
- ☐ 1/4 page
- ☐ 1/6 page
- ☐ Classified

Orientation

- ☐ Vertical
- ☐ Horizontal

Frequency

- ☐ 1 issue
- ☐ 4 issues
- ☐ 6 issues
- ☐ 12 issues

Place Ads In

- ☐ Every Issue
- ☐ January 2018
- ☐ February 2018
- ☐ March 2018
- ☐ April 2018
- ☐ May 2018
- ☐ June 2018
- ☐ July 2018
- ☐ August 2018
- ☐ September 2018
- ☐ October 2018
- ☐ November 2018
- ☐ December 2018

Contract Dates:

First Insertion Date (Issue/Year)

Last Insertion Date (Issue/Year)

Please return the contract to

PATTY HUBER

512-519-7888 fax

512-310-9795 phone

phuber2@austin.rr.com email

2018 ADVERTISING CONTRACT

Advertiser

☐ Billing Address

Company

Contact Name

Address

City

State

ZIP

Phone

Fax

E-mail

Authorized Signature

Advertising Agency (if different from above)

☐ Billing Address

Company

Contact Name

Address

City

State

ZIP

Phone

Fax

E-mail

Authorized Signature

TOTAL PURCHASE PRICE OF ADVERTISING

Space Rate (per Issue)	\$	_____
Less Agency discount (15% if applicable)	\$	_____
Less TFDA Member Discount (5% if applicable)	\$	_____
Net Total Per Issue	\$	_____

PAYMENT METHOD

Payment Type (check one):

☐ Invoice monthly

☐ Invoice for annual contract Prepay/Check No. _____

**Payments are payable to Sail House Publishing
and should be mailed to:**

Sail House Publishing, 3510 Crowncrest, Austin, TX 78759.