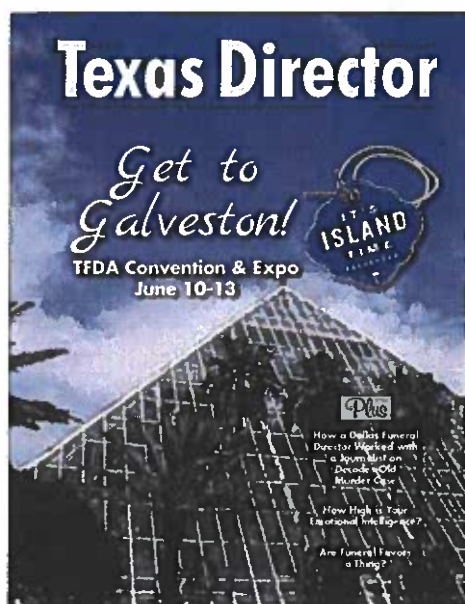


# Texas Director

2019 RATE CARD



## ADVERTISING SALES

**Patty Huber**

512-310-9795 phone

512-519-7888 fax

phuber2@austin.rr.com email

## 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.*

## 2019 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](mailto: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](mailto:phuber2@austin.rr.com) for details.

### Credit Card Payments Accepted

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

# Texas Director

## 2019 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

## 2019 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"

**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"

**Vertical** (1 column)  
4.75" x 3.5"

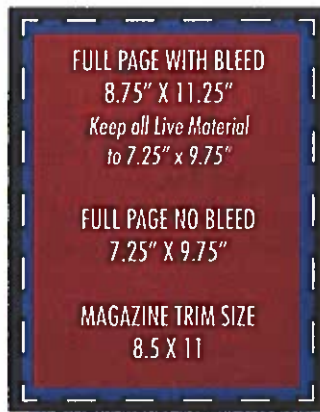
**1/6 page**

**Horizontal** (2 column)  
4.75" x 2.25"

**Vertical** (1 column)  
2.25" x 4.75"

**Vertical** (1 column)  
2.25" x 4.75"

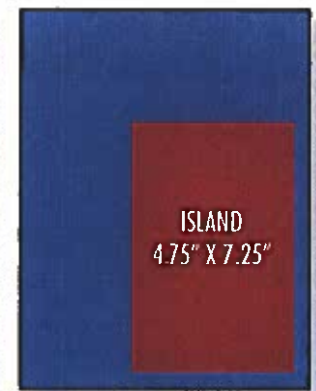
### FULL PAGE



### HALF PAGE



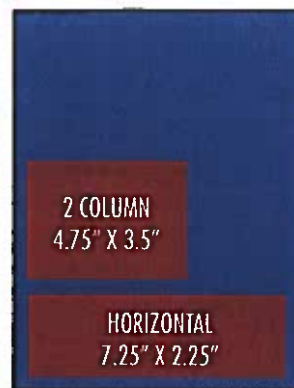
### HALF PAGE



### 1/3 PAGE



### 1/4 PAGE



### 1/6 PAGE



# Texas Director

## 2019 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 2019
- February 2019
- March 2019
- April 2019
- May 2019
- June 2019
- July 2019
- August 2019
- September 2019
- October 2019
- November 2019
- December 2019

### 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

## 2019 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.