The Official Magazine of the Cremation Association of North America

Advertise with CANA

Published quarterly, The Cremationist delivers business-oriented information to more than 3,300 cemeterians, funeral directors and cremationists. Each issue includes timely articles, regular columns and news from CANA Headquarters.

CANA members turn to The Cremationist for information and practical advice on running a successful business. The publication is sent to all CANA members as one of their benefits—ensuring that you are directly communicating with a targeted audience that is buying industry-related products and services. Make sure you let them know what you have to offer!

Founded in 1913, the Cremation Association of North America (CANA) is an international organization of over 3,300 members, composed of funeral homes, cemeteries, crematories, industry suppliers, and consultants. CANA members believe that cremation is preparation for memorialization. CANA provides educational programs, publications, a Crematory Operations Certification Program, an annual convention, a cremation symposium, and networking opportunities, all developed for those in the cremation and death care industries.

For your advertising needs, contact Denise Costello via e-mail at Denise@cremationassociation.org or call Denise at 708.837.4135.
Gain exposure to decision-makers in the industry with the only magazine focused solely on cremation, The Cremationist.

Readership by Job Position

- President/CEO/Owner 51.4%
- Manager/Sales/Funeral Director 47.3%
- Administrator/Vice President 11.8%
- Student 1.4%
- Technician/Operator 2.8%

Readership by Industry Experience

- 0-5 years: 5.4%
- 6-10 years: 6.8%
- 11-15 years: 4.8%
- 16-20 years: 6.8%
- 20+ years: 76.2%

Readership by Place of Employment

- Funeral Home: 65.5%
- Crematory: 64.0%
- Cemetery: 30.9%
- Cremation Society: 8.6%
- Pet Services: 7.9%
- Online Arrangement Company: 4.3%

Readership profile extracted from the 2017 CANA Membership Survey. For more information on the Cremation Association of North America, please visit www.cremationassociation.org.
Editorial Calendar, Volume 55

2019, Issue 1
Ad Reservations Due: January 7
Ad Materials Due: January 14
Includes CANA Symposium Recap and Exhibitor Profiles
Anticipated Publication Date: Late February

2019, Issue 2
Ad Reservations Due: April 8
Ad Materials Due: April 15
Includes CANA Convention Preview
Anticipated Publication Date: Late May

2019, Issue 3
Ad Reservations Due: July 8
Ad Materials Due: July 15
Includes CANA Convention Recap and Exhibitor Profiles
Anticipated Publication Date: Late August

2019, Issue 4
Ad Reservations Due: October 7
Ad Materials Due: October 14
Includes CANA Marketplace and CANA Symposium Preview
Anticipated Publication Date: Late November

Advertising Specifications
Full-Page (with bleeds): 8.75" x 11.25"
(7/8" bleed on all sides)
  • Full-Page Trim Size: 8.5" x 11"
  • Full-Page: 7.5" x 10" (live area)
Half-Page Horizontal: 7.5" x 5"
Half-Page Vertical: 3.625" x 10"
Quarter-Page (vertical only): 3.625" x 5"

<table>
<thead>
<tr>
<th>Color Rates</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>$1,460</td>
<td>$1,375</td>
<td>$1,240</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>$1,170</td>
<td>$1,115</td>
<td>$1,025</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>$1,170</td>
<td>$1,115</td>
<td>$1,025</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$1,030</td>
<td>$980</td>
<td>$910</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$2,165</td>
<td>$2,010</td>
<td>$1,760</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black &amp; White Rates</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>$885</td>
<td>$795</td>
<td>$665</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>$595</td>
<td>$540</td>
<td>$450</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>$595</td>
<td>$540</td>
<td>$450</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$455</td>
<td>$410</td>
<td>$335</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$1,590</td>
<td>$1,435</td>
<td>$1,190</td>
</tr>
</tbody>
</table>

All rates are net. Request ad position on contract. Ads for cover placement must be four-color process. Advertisers with 4x insertions are given first priority for cover positions.

Inside Front Cover: $250 Additional
Inside Back Cover: $250 Additional
Back Cover: $325 Additional

Please contact Denise Costello at 708.837.4135 or phone CANA at 312.245.1077 for an advertising contract today!

SPECIAL OPPORTUNITY FOR CANA SUPPLIER MEMBERS
The CANA Marketplace is an annual shopping directory for member funeral homes, crematories, and cemeteries looking to purchase cremation-related products and services from their fellow members. Published in Issue 4 of the magazine each year, the directory offers a brief description and contact information for every CANA Supplier Member. Supplier Members can include their company logos in their directory listing for $45—or they can purchase a display ad and have their logo included in the directory for FREE! Talk to Denise Costello about this offer at Denise@cremationassociation.org or phone her at 708.837.4135.

The Official Magazine of the Cremation Association of North America
## ADVERTISER INFORMATION

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name:</td>
</tr>
<tr>
<td>E-Mail:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>State/Province</td>
</tr>
<tr>
<td>Phone</td>
</tr>
</tbody>
</table>

## BILLING INFORMATION (if different)

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name:</td>
</tr>
<tr>
<td>E-Mail:</td>
</tr>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>State/Province</td>
</tr>
<tr>
<td>Phone</td>
</tr>
</tbody>
</table>

## ADVERTISING FREQUENCY

- [ ] 1 Time
- [ ] 2 Times
- [ ] 3 Times
- [ ] 4 Times

## 2019 ISSUE PLACEMENTS

- [ ] Issue 1 (winter)
- [ ] Issue 2 (spring)
- [ ] Issue 3 (summer)
- [ ] Issue 4 (fall)

## AD SIZE

- [ ] Full Page
- [ ] 1/2 Page Horizontal
- [ ] 1/2 Page Vertical
- [ ] 1/4 Page
- [ ] 2-Page Spread
- [ ] CANA Marketplace Logo (complimentary to CANA members with any 2019 ad purchase)

## PREMIUM POSITION

- [ ] Back Cover
- [ ] Inside Front Cover
- [ ] Inside Back Cover
- [ ] None

## AMOUNT DUE

<table>
<thead>
<tr>
<th>Per Ad Cost</th>
<th>Total Cost</th>
</tr>
</thead>
</table>

### AUTOMATIC BILLING

If you prefer to be automatically charged at the time of publication, please provide your credit card information below.

<table>
<thead>
<tr>
<th>Name on Card</th>
<th>Card Number</th>
<th>Expiration Date</th>
<th>CCV</th>
</tr>
</thead>
</table>

1. The Cremation Association of North America (hereafter “Publisher”) reserves the right to reject any advertising that does not conform to publication standards.
2. Advertisers and advertising agencies assume joint liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the Publisher from any claim or action based on the content of any advertisement published.
3. Publisher holds advertisers and/or their agents jointly and severally liable in the event of non-payment, for such monies owed without commission as are due and payable to the Publisher.
4. Positioning of advertisements is at the discretion of the Publisher, unless the advertiser has specifically contracted for premium position.
5. Any deliberate attempt to simulate the publication’s format is prohibited. Publisher reserves the right to place the word “advertisement” on copy which, in the Publisher’s opinion, resembles editorial matter or, in extreme cases, reject the advertisement unless it is redone, at the advertiser’s expense, in a format that does not simulate editorial matter.
6. Prepayment and satisfactory credit references may be required from first-time advertisers.
7. Advertisers will be billed at the one-time rate stated in the 2019 Media Kit unless contract and insertion orders specify higher frequency. Advertisers not fulfilling contracted frequency will be short-rated. Payment is due on invoicing after publication. Insertions on an account carrying a previous balance extending beyond 60 days from date of invoice will not be accepted. Accounts delinquent 90 days may be turned over to a collection agency.
8. Insertion orders cancelled after published space closing date will be billed at earned-space rate. All cancellations must be made in writing no later than the published space closing date.
9. Advertisers will receive an invoice and a tear sheet on publication. Those with a CC on file will receive a tear sheet and an invoice marked as paid.
10. If the type, border or content of an advertisement does not reproduce satisfactorily, the Publisher reserves the right to alter it at the advertiser’s expense.
11. Only one discount may be applied to the advertising contract.
12. Claims for errors in advertising must be brought to the Publisher’s attention within 30 days following publication date. If the advertisement runs again with the same error, the advertiser is responsible.
13. These terms and conditions shall apply to all advertising accepted by the Publisher, and these terms and conditions supersede any advertiser contract clauses.
14. All advertisers will receive an invoice and a tear sheet on publication. Those with a CC on file will receive a tear sheet and an invoice marked as paid.