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 46.3%
- Manager/Sales/Funeral Director 53.7%
- Administrator/Vice President 10.3%
- Student 1%
- Technician/Operator 2.5%

**Readership by Industry Experience**
- 0-5 years: 4.4%
- 6-10 years: 5.6%
- 11-15 years: 8.0%
- 16-20 years: 7.2%
- 20+ years: 74.5%

**Readership by Region**
- US Territories: 0.52%
- International: 0.27%
- Canada (all provinces): 7.23%
- Other: 16.53%
- Other: 20.58%
- Other: 14.26%
- Other: 28.18%

**Readership by Place of Employment**
- Funeral Home: 79.05%
- Crematory: 61.26%
- Cemetery: 35.18%
- Cremation Society: 11.07%
- Pet Services: 7.51%
- Online Arrangement Company: 4.35%

Readership profile extracted from the 2019 CANA Membership Survey.
For more information on the Cremation Association of North America, please visit [www.cremationassociation.org](http://www.cremationassociation.org).

The Official Magazine of the Cremation Association of North America
Editorial Calendar, Volume 56

2020, Issue 1
Ad Reservations Due: January 6
Ad Materials Due: January 13
Includes CANA Symposium Recap and Exhibitor Profiles
Anticipated Publication Date: Late February

2020, Issue 2
Ad Reservations Due: April 6
Ad Materials Due: April 13
Includes Annual Statistics Report and CANA Convention Preview
Anticipated Publication Date: Late May

2020, Issue 3
Ad Reservations Due: July 6
Ad Materials Due: July 13
Includes CANA Convention Recap and Exhibitor Profiles
Anticipated Publication Date: Late August

2020, Issue 4
Ad Reservations Due: October 5
Ad Materials Due: October 12
Includes CANA Marketplace and CANA Symposium Preview
Anticipated Publication Date: Late November

Advertising Specifications
Full-Page (with bleeds): 8.75" x 11.25"
(1/8" 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"

Color Rates

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Black & White Rates

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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.
Digital Advertising with CANA
Available exclusively to our members, CANA is now offering Digital Ad Space on our website and via our weekly member and education email updates

TWO GREAT OPTIONS:

. . . or via our weekly Update Emails!
Your ad will appear in both the CANA Update newsletter and the CANA Education email (a two-week cycle). The Premium Ad appears after the primary content piece. It is a full-width spot for a single advertiser. The Standard Ad appears mid-email, and is a half-width spot grouped with one to three other ads. There will be a maximum of five total ads per email. Your ad will link back to the webpage of your choice, providing a trackable link for you to see instant results.

Email ads should be web-ready in a .jpg, .gif, or .png format at 600x340px for premium placement or 300x300px for standard placement and include the destination link of your choice.

Email Ads:
• live in that email forever.
• will be viewable by both CANA Members and the public.
• can be changed out as desired.
• include a report from CANA on open rate and click rate.

CANA will only feature a maximum of eight ads at a time to ensure all ads will be seen during a typical browsing session. Your ad will link back to the webpage of your choice, providing a trackable link for you to see instant results.

Website ads should be submitted in PNG format using a 16:9 ratio (with minimum 400px width) and include the destination link of your choice.

Website Ads:
• appear on all sub-pages, including the most-frequented: Transporting Cremated Remains, COCP, Cremation Logs Blog.
• will be viewable by both CANA Members and the public.
• can be changed out as desired.
• include a page visibility report during the ad term.

WEBSITE ADVERTISING RATES
3 month/$375  
6 month/$600  
12 month/$1,200

Email Advertising Rates

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<th>STANDARD AD</th>
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<tr>
<td>3 month ($840)</td>
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<td>6 month ($1,560)</td>
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<td>12 month ($2,880)</td>
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