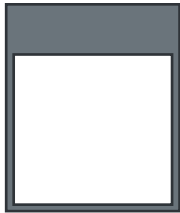
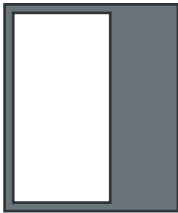


Advertising Space Dimensions

AD SIZE	WIDTH	HEIGHT	
Full page	7 1/2"	10"	
3/4 page	7 1/2"	7 1/2"	(back cover)
2/3 page	4 7/8"	10"	
1/2 page	7 1/2"	4 7/8"	
1/3 page	2 3/8"	10"	(vertical)
1/3 page	7 1/2"	3 1/4"	(horizontal)
1/3 page	4 7/8"	4 7/8"	(square)
1/4 page	7 1/2"	2 3/8"	
1/6 page	2 3/8"	4 7/8"	(vertical)
1/6 page	4 7/8"	2 3/8"	(horizontal)
1/12 page	2 3/8"	2 3/8"	



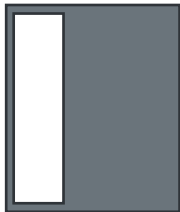
3/4 page
back cover



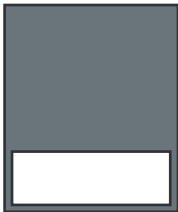
2/3 page



1/2 page



1/3 page
vertical



1/3 page
horizontal



1/3 page
square



1/4 page



1/6 page



1/12 page

Reach over 90% of licensed funeral professionals in Iowa through their first source of information, education, and industry networking.



Communiqué Rate Card

Promoting
and
Supporting
Funeral
Service
Excellence

Iowa Funeral
Directors Association

1454 30th St. / Ste. 204 / West Des Moines, IA 50266
p 515.270.0130 / p 800.982.6561 / f 515.270.1569
admin@iafda.org / www.iafda.org

Rate Card effective January 1, 2014

IFDA Member Advertising Rates

(black & white ads per issue)

AD SIZE	1X	3X	6X
Full page	\$284	\$260	\$236
3/4 page	\$383	\$352	\$319
2/3 page	\$194	\$179	\$162
1/2 page	\$183	\$168	\$140
1/3 page	\$110	\$101	\$92
1/4 page	\$95	\$87	\$79
1/6 page	\$63	\$58	\$53
1/12 page	\$32	\$29	\$26

Color Charge

Color charges are in addition to regular space rates and are calculated at **160%** of black & white rates.

Special Positions

Special position rates apply to full page ads on the spaces listed below and are in addition to regular space rates.

Inside front cover: + 25%

Inside back cover: + 25%

Back cover: see 3/4 page rate

Publisher reserves the right to select ad positions if not selected by the advertiser.

Closing Dates

All advertising, copy changes, and cancellations must be received by the 1st of the month preceding publication.

CLOSING DATE	ISSUE
December 1	January/February
February 1	March/April
April 1	May/June
June 1	July/August
August 1	September/October
October 1	November/December

Regular Advertising Rates

(black & white ads per issue)

AD SIZE	1X	3X	6X
Full page	\$340	\$312	\$284
3/4 page	\$460	\$422	\$383
2/3 page	\$233	\$214	\$194
1/2 page	\$219	\$202	\$183
1/3 page	\$132	\$121	\$110
1/4 page	\$113	\$104	\$95
1/6 page	\$76	\$69	\$63
1/12 page	\$38	\$35	\$32

Terms

All invoices are payable within 30 days of the invoice date. Advance payment is required for all first-time advertisers. A finance charge of 1.5% per month, which is 18% per year, will be charged to all past due accounts over 60 days. IFDA reserves the right of refusal to run advertising of past due accounts over 60 days until the invoice and finance charges are paid in full. Payment is accepted by check or money order. Agency commission rates are not recognized.

Cancellations

Cancellations must be received in writing 30 days prior to the closing date and will not be accepted after the closing date. IFDA reserves the right to reprint the most recent ad and charge for reserved space if ad materials or copy changes are not received by the closing date.

Classified Advertising

\$25 per insertion for nonmembers. Blind ads are an additional \$5. Classified advertising must be paid for in advance.

Inserts

Inserts are subject to quotation from publisher. Please contact IFDA editorial office before production and shipment.

Frequency & Circulation

The *Communiqué* is published bi-monthly and is mailed during the first two weeks of the issue date. It is distributed to 1,000 Association members, mortuary science colleges, suppliers, and other state funeral directors associations.

Advertising Materials

Art must be of print quality at 300 psi. Art must fit within the listed advertising space dimensions. IFDA may request alteration of art that does not fit these dimensions.

Art may be received via email or CD in PDF, JPEG, GIF, or PNG format. Include print of art with CD.

Advertising Guidelines

The subject matter, form, wording, illustration and typography of all advertising shall be subject to the approval of the Iowa Funeral Directors Association (IFDA). IFDA reserves the right to accept or decline any advertising in its sole discretion. IFDA will decline to accept advertising if it is aware that it is deceptive, misleading, inaccurate, or fraudulent or makes unfair competitive claims or that fails to comply with its standards of decency.

To that end, IFDA reserves the right to prohibit any advertiser (i) which in IFDA's judgment, may detract from the general character of the publication; (ii) if the business carried on by the advertiser or the manner of conducting the same is not as represented at the time of making the advertising contract or is not in keeping with the traditions or character of the publication; (iii) if the advertising contract was entered under false pretenses; or (iv) if the advertisement is in violation of any of the above conditions. If an advertisement is prohibited under the terms of this paragraph or because of a violation of any of the terms thereof, IFDA shall have the right, but no obligation, to remove the advertisement, but removal of the ad shall be at the cost and expense of the advertiser and the advertiser shall immediately reimburse IFDA for any cost or expense of the Association incurred in so removing the advertisement. Under such circumstances, advertiser shall not be entitled to a refund of moneys paid to IFDA under the terms of the advertising contract.

Publisher reserves the option to insert above any copy the word "Advertisement". Space reservation contract accepted subject to the following stipulation: "In accepting this space reservation, the *Communiqué* reserves the right to change the rates in this contract at any time on 90 days written notice in which event the advertiser may adjust the advertising schedule if so desired."

Agencies and advertisers are responsible for supplying new copy; otherwise, ad will be printed as last received. Agencies and advertisers who forward orders which contain incorrect rates or conditions are advised that the advertising called for will be, without further notification, published and charged for at the regular rates and in accordance with the conditions published in this current rate card. No allowance for omissions or errors of key numbers not in original art.