



2013 CLASSIFIED & WEB BANNER AD RATES

WWW.CANADIANFUNERALDIRECTOR.COM

CLASSIFIED RATES

Prices are for two consecutive months and will run both online and in print.

Basic Classified.....\$110

Ad must be 50 words or less.
Additional lines are at a rate of \$10.00 per line.
Ad will be placed in the position in which it is received.

Premium Classified.....\$180

Ad must be 100 words or less and includes company logo.
Additional lines are at a rate of \$10.00 per line.
Ad will be placed in the position in which it is received.

Feature Classified.....\$300

Ad must be 150 words or less.
Ad includes graphics, company logo, picture with box outline.
Ad will remain above all other online classified ads.
Ad will run in position for the duration of the two months.
Ad will be online in colour and will be printed in black and white.

WEB BANNER AD ROTATION BASIC POSITION **NEW!**

Prices are for two consecutive months. Ads will rotate in two second intervals with other Banner ads. Ad will have link and point to your company website.

| | | |
|-----------------|-----------------|------------------|
| 2 MONTHS | 6 MONTHS | 12 MONTHS |
| \$600 | \$1700 | \$3400 |

PREMIUM WEB BANNER AD GUARANTEED POSITION **NEW!**

Prices are for two consecutive months. Ad will be featured alone on page with no rotation. Ad will have link and point to your company website.

| | | |
|-----------------|-----------------|------------------|
| 2 MONTHS | 6 MONTHS | 12 MONTHS |
| \$1200 | \$3000 | \$5000 |

Banner Ad Size:
925 Pixels x 150 Pixels
NO EXCEPTIONS

Premium Banner Ad Size:
180 Pixels x 450 Pixels
NO EXCEPTIONS

ADVERTISING SPECIFICATIONS:

Deadline for insertion orders is the 1st of the month prior to publication. eg deadline for May is April 1st.

Advertising materials must be submitted in a digital format according to the following:

GUIDELINES: PDF & PDF/X1-a Files (preferred method for material submissions of ad files, provided they are press-optimized, high-res, CMYK, and have the fonts embedded). **OTHER ACCEPTED FILE FORMATS:** JPG, TIFF, Adobe Photoshop®, Adobe InDesign®, QuarkXPress. **PHOTOS:** Must be hi-res (300 dpi or greater), actual size. **PAGE SIZE:** Trim: 9" x 12". Bleeds must extend at least .125 inches outside of the trim size for the ad. Copy for bleeds should not exceed the image area. **PROOFING:** Colour proofs should be submitted with digital files. In absence of paper proofs, Canadian Funeral Director™ magazine will not be held responsible for colour reproduction. **Terms & Conditions:** Publisher reserves the right of refusal. Content of ads must meet with Publishers approval. Prices are subject to change without notice. For more information please contact Scott Hillier.