

Nebraska Funeral Directors Association (NeFDA) 2007 Advertising Schedule

Around The State Newsletter

Frequency: Published Quarterly in April, July, October, January (2008)

Length: 16 to 20 pages

Content: Varies by publication with standard articles including: President's Letter, Officer Listing, Legislative Updates, Pre-Need Sales Column, Memorials, Classifieds, NFDA Updates, Educational Offerings, Calendar of Events, Current Issues Affecting the Industry

Effective January 1, 2007

Size	Black/White	
	Annual Price (4 Editions)	Per Edition Price (20% upcharge for per edition option)
1/12 Page	\$228	\$68
1/6 Page	\$411	\$123
1/4 Page	\$585	\$176
1/2 Page	\$1047	\$314
Full Page	\$1422	\$427

Membership Directory

Frequency: Published in March of each year

Length: Dependent on length of membership information

Content: Officer Listing, Member Funeral Homes Listings by City, District and Main Contact Name

Effective January 1, 2007

Size	Black/White Ad Schedule
1/12 Page	\$228
1/6 Page	\$411
1/4 Page	\$585
1/2 Page	\$1047
Full Page	\$1422

Both Publications (Requires ad placement in *Around The State Newsletter* for entire year)

Enjoy a 10% Discount Off the Combined Ad Pricing

Ad Dimensions

Ad Size	Square Inches	1 Column Size W x H	2 Column Size W x H	3 Column Size W x H
1/12 Page	6.375"	2 3/8 x 2 3/4"	5 x 1 1/8"	
1/6 Page	12.75"	2 3/8 x 5 1/4"	5 x 2.5"	7 1/2 x 1 3/4"
1/4 Page	18.75"	2 3/8 x 7 3/4"	5 x 3 3/4"	7 1/2 x 2 1/2"
1/2 Page	37.5"		5 x 7 1/2"	7 1/2 x 5"
Full Page	75"			7 1/2 x 10"