

The Scope

A Publication for the Progressive Funeral Professional

(The official publication of the National Funeral Directors & Morticians Association, Inc.)

SAVE by advertising in all (3) issues: Winter/Spring, Convention/Summer & Fall

SPECIAL RATE FOR EXHIBITORS ONLY!
Purchase an Ad for all (3) Issues and **SAVE 15%!!**

ADVERTISING RATES

Inside front cover -	\$1,750.00 *	Half page:	\$ 600.00 - Color
Inside back cover -	\$1,750.00 *		\$ 375.00 - B & W
Back cover -	\$2,200.00 *	Fourth Page:	\$ 350.00 - Color
* In color only.			\$ 200.00 - B & W
Full Page:	\$1000.00 – Color		
	\$700.00 – B&W		

Specifications: Camera-ready materials are required. JPEG files are also accepted. All materials prepared should be submitted by email.

Materials not submitted camera ready or to specified dimensions will be changed to meet the printing requirements. Additional preparation work and production charges will be billed back to the advertiser at a minimum charge of \$100.00 per change or addition.

Mechanical Requirements:

Film line screen 133 line emulsion side down right reading up. All ads must include a press proof.

<u>Page Size:</u>	<u>Non-bleed</u>	<u>Bleed</u>
Spread	6 x 10.5	17 x 11.5
Full page	8 x 10.5	9 x 11.5
½ vertical	4 x 10.75	4.24 x 11.25
½ horizontal	8 x 5	9 x 5.75
¼ vertical	3.75 x 5	4.5 x 5.75
Do Not Trim Gutter		

All ads must be pre-paid and sent with the ad copy. Please make checks payable to: **The Scope.**

Send to:
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