

NATIONAL FUNERAL DIRECTORS

&

MORTICIANS ASSOCIATION, INC.

80TH ANNUAL NATIONAL CONVENTION & EXPOSITION

MYRTLE BEACH, SOUTH CAROLINA | JULY 29, 2017 – AUGUST 3, 2017



2017 SOUVENIR JOURNAL ADVERTISEMENT GUIDE

2017 SOUVENIR JOURNAL ADVERTISEMENT INFORMATION

The officers and members of the South Carolina Morticians Association, Inc. invite you to help celebrate the National Funeral Directors & Morticians Association, Inc. 80th National Convention & Exposition July 29, 2017- August 3, 2017 in Myrtle Beach, South Carolina. The 2017 Commemorative Souvenir Journal embraces the theme “Commitment: A Diverse Community.” The journal aims to show support for this vision and also celebrate 80 years of faithful gatherings of fellow members, colleagues and friends. We welcome advertisers from all segments of the funeral service profession to consider promoting your business and/or product in the journal. This publication is a staple and anticipated item for the annual convention and will be a memorable keepsake and tool of reference long after the convention ends.

Copies of the souvenir journal will be distributed to everyone who registers for the convention and is the best way to advertise your business, product or service. If you are a new member or a first time attendee, it is a perfect to way to introduce your firm or organization to the membership. Many souvenir journals are retained over the years and remind us of the fun, fellowship, professional development and cherished memories with colleagues from all over the world. This will be a great opportunity to be a part of history, as we celebrate the Pearl Convention Anniversary of the National Funeral Directors & Morticians Association, Inc.

PRICING

Back Cover (Color)	\$5,000 SOLD
Center Pages (Color)	\$4,000 SOLD
Inside Back (Color)	\$2,000
Inside Back (Color)	\$2,000
Full Page (Color)	\$350

ADVERTISING DEADLINE

June 13, 2017

All ads and payments must be **no later than June 13, 2017**. Ads received electronically without payment will not be honored. Confirmations via email will be sent when both the ad copy, per ad specifications, and payment have been received. There will be **No Exceptions**.

2017 SOUVENIR JOURNAL ADVERTISING SPECIFICATIONS

AD SIZES

BACK COVER	8 ½ X 11
CENTER PAGES	8 ½ X 11
INSIDE BACK COVER	8 ½ X 11
INSIDE FRONT COVER	8 ½ X 11
FULL PAGE COLOR	8 ½ X 11

AD GUIDELINES

ELECTRONIC FILE FORMATS ACCEPTED ONLY

PDF AND EPS FILES PREFERRED- JPEG FILES IN 300 DPI. OR HIGHER ALSO ACCEPTED

Please do not send files in Microsoft Word, Web pages, Handwritten Layouts, Power point, Word, Word Perfect or Low Resolution files of any kind.

Page layout document size must be supplied in actual ad size. All rates are based on receipt of camera-ready ads sized to the exact ad dimensions. Files supplied in formats other than those requested and those that require corrections, manipulations or repairs will be subject to additional production charges.

Color matching is not guaranteed. The printing company nor the South Carolina Morticians Association, Inc. will be responsible or held liable for typographical errors, inaccuracies or omission in advertising materials after they have been approved by the advertiser for print.

The signature on the advertisement contract will authorize the printing company and the South Carolina Morticians Association, Inc. to publish the advertisement in the Souvenir Journal for the 80th National Convention & Exposition to be held July 29, 2017- August 3, 2017 in Myrtle Beach, South Carolina. **All ads must be submitted according to the above guidelines. No ads will be printed until full payment is received along with the signed Advertisement Contract.** All questions or concerns will be addressed by contacting the South Carolina Morticians Association, Inc. directly at:

South Carolina Morticians Association, Inc.
101 E. Kenilworth Dr.
Greenville, South Carolina 29615
864-303-0851
864-631-1712
ernest_a@att.net

ADVERTISING CONTRACT FOR SOUVENIR JOURNAL

SUBMISSION DEADLINE JUNE 13, 2017

Email Camera Ready Ads to: ernest_a@att.net

SELECT YOUR AD SIZE

Back Cover (Color)

Inside Front Cover Right(Color)

Inside Back Cover Left (Color)

Color Full Page

Center Color Page Right

Center Page Color Left

Company Name: _____

Company Contact: _____

Mailing Address: _____

Phone: _____

Fax: _____

Email Address: _____

Method of Payment Check Payable to SCMA Credit Card

There will be a 5% processing Fee added to all credit card transactions

Credit Card Number: _____

Name on Card: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

Cardholders Signature: _____

Mail Contract to: SCMA, Inc. | 101 E. Kenilworth Dr. | Greenville, South Carolina 29615

I authorize the South Carolina Morticians Association, Inc. to publish the attached advertisement in the 80th Annual NFDMA Convention & Exposition Souvenir Journal. I understand that placement of ads with the exception of the centerfold, Inside Back and Inside Front Pages are at the discretion of the SCMA and the design and print company. I further understand that all payments are final and there will be no refunds.

Authorized Signature: _____

Date: _____