

**2018 Editorial Calendar**

<p><b>January 2018</b> State of the Profession Space Reservation: 11/5/17 Ad Materials Due: 11/12/17 Editorial Materials Due: 11/20/17</p>	<p><b>July 2018</b> Advocacy — Legislation &amp; Compliance Space Reservation: 5/5/18 Ad Materials Due: 5/12/18 Editorial Materials Due: 5/20/18</p>
<p><b>February 2018</b> Alternative Services (Living/DIY Funerals) Space Reservation: 12/5/17 Ad Materials Due: 12/12/17 Editorial Materials Due: 12/20/17</p>	<p><b>August 2018</b> What's New With Cremation? Plus: NFDA Expo Preview Space Reservation: 6/5/18 Ad Materials Due: 6/12/18 Editorial Materials Due: 6/20/18</p>
<p><b>March 2018</b> Marketing &amp; The Community Space Reservation: 1/5/18 Ad Materials Due: 1/12/18 Editorial Materials Due: 1/20/18</p>	<p><b>September 2018</b> Annual NFDA Consumer Survey Sneak Peek: Convention Preview Space Reservation: 7/5/18 Ad Materials Due: 7/12/18 Editorial Materials Due: 7/20/18</p>
<p><b>April 2018</b> Engaging Celebrants Space Reservation: 2/5/18 Ad Materials Due: 2/12/18 Editorial Materials Due: 2/20/18</p>	<p><b>October 2018</b> NFDA Full Convention Issue + The Idea Bank Space Reservation: 8/5/18 Ad Materials Due: 8/12/18 Editorial Materials Due: 8/20/18</p>
<p><b>May 2018</b> Focus HR Plus: Therapy Dogs Space Reservation: 3/5/18 Ad Materials Due: 3/12/18 Editorial Materials Due: 3/20/18</p>	<p><b>November 2018</b> Developing a 2018 Strategic Plan + Prearranging &amp; Preneed Space Reservation: 9/5/18 Ad Materials Due: 9/12/18 Editorial Materials Due: 9/20/18</p>
<p><b>June 2018</b> Mortuary Science Education Plus: Keeping the Art in Preparation Arts Space Reservation: 4/5/18 Ad Materials Due: 4/12/18 Editorial Materials Due: 4/20/18</p>	<p><b>December 2018</b> NFDA Convention &amp; Expo Recap Space Reservation: 10/5/18 Ad Materials Due: 10/12/18 Editorial Materials Due: 10/20/18</p>

**The Director: 2018 Ad Rates**

**Cover Rates (includes 4-color process)**

	1X	3X	6X	12X
Cover 2	3,220	3,065	2,920	2,780
Cover 3	3,100	2,950	2,810	2,675
Cover 4	3,600	3,425	3,260	3,100

**Black-and-White Rates**

	1X	3X	6X	12X	24X
1 page	1,610	1,530	1,460	1,390	1,320
2/3 page	1,260	1,200	1,145	1,090	1,040
1/2 page	945	900	855	815	775
1/3 page	645	615	585	555	530
1/4 page	550	525	500	480	460
1/6 page	420	400	385	365	350

**4-Color Rates (includes black-and-white space rates)**

	1X	3X	6X	12X	24X
1 page	2,610	2,530	2,460	2,390	2,320
2/3 page	1,925	1,865	1,810	1,755	1,705
1/2 page	1,445	1,400	1,355	1,315	1,275
1/3 page	975	945	915	885	860
1/4 page	800	775	750	730	710
1/6 page	580	560	545	525	510

**Ad Dimensions (for bleed information, please see Advertising Specifications on reverse of Insertion Order)**

	Wide x High		Wide x High
1 page	7-1/4" x 9-7/8"	1/3 V	2-1/4" x 9-7/8"
2/3 V	4-3/4" x 9-7/8"	1/3 H	7-1/4" x 3-1/4"
2/3 H	7-1/4" x 6"	1/4 Sq.	4-3/4" x 3-3/4"
1/2 Isl.	4-3/4" x 7-1/4"	1/4 V	3-1/2" x 4-7/8"
1/2 V	3-1/2" x 9-7/8"	1/4 H	7-1/4" x 2-1/4"
1/2 H	7-1/4" x 4-7/8"	1/6 V	2-1/4" x 4-7/8"
1/3 Sq.	4-3/4" x 4-7/8"	1/6 H	4-3/4" x 2-1/2"

**The Director Full-page Ad Dimensions**

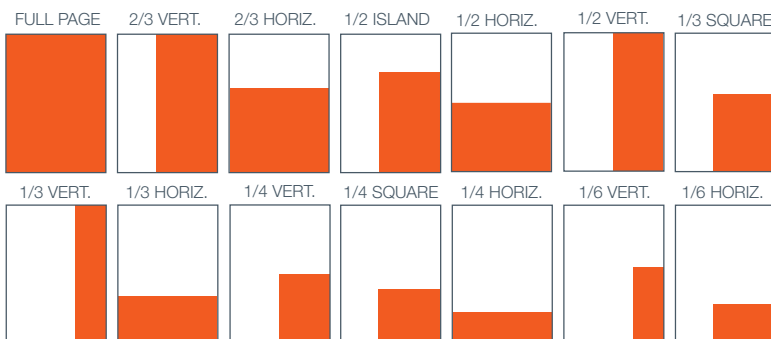
**Live area:** 7-1/4" x 9-7/8" Keep all copy and live matter a minimum of 1/2" from the gutter and final trim

**Trim size:** 8-1/4" x 10-7/8"

**Bleed size:** 8-1/2" x 11-1/8" Allow 1/8" bleed on the head, foot and face

Press-quality, high-resolution PDF required with all fonts embedded, layers flattened, minimum 300 dpi. [Send to artwork@nfda.org](mailto:Send to artwork@nfda.org)

**Ad Placement**



**2018 NFDA Convention Program & Planner**

Promote your presence at the 2018 NFDA International Convention & Expo in Salt Lake City, Utah.

Space Reservation: 8/5/2018

Materials Due: 8/12/2018

Learn more at [suppliers.nfda.org](http://suppliers.nfda.org).