

2013 Editorial Calendar

January 2013 The State of the Profession Space Reservation: 11/5/2012 Ad Materials Due: 11/12/2012 Editorial Materials Due: 11/20/2012	July 2013 The Leadership Issue Space Reservation: 5/5/2013 Ad Materials Due: 5/12/2013 Editorial Materials Due: 5/20/2013
February 2013 Evolving Memorial Services Plus: Green Funerals Space Reservation: 12/5/2012 Ad Materials Due: 12/12/2012 Editorial Materials Due: 12/20/2012	August 2013 Cremation Plus: NFDA Expo Preview Space Reservation: 6/5/2013 Ad Materials Due: 6/12/2013 Editorial Materials Due: 6/20/2013
March 2013 Marketing Issue Plus: Preparation Arts Space Reservation: 1/5/2013 Ad Materials Due: 1/12/2013 Editorial Materials Due: 1/20/2013	September 2013 The Consumer's Voice Plus: Convention Workshops Preview Space Reservation: 7/5/2013 Ad Materials Due: 7/12/2013 Editorial Materials Due: 7/20/2013
April 2013 Education Plus: Women in Funeral Service Space Reservation: 2/5/2013 Ad Materials Due: 2/12/2013 Editorial Materials Due: 2/20/2013	October 2013 2013 Full NFDA Convention Preview Space Reservation: 8/5/2013 Ad Materials Due: 8/12/2013 Editorial Materials Due: 8/20/2013
May 2013 Legislation and Compliance Plus: Checking in With Detroit Space Reservation: 3/5/2013 Ad Materials Due: 3/12/2013 Editorial Materials Due: 3/20/2013	November 2013 Strategic Planning Plus: Preneed Space Reservation: 9/5/2013 Ad Materials Due: 9/12/2013 Editorial Materials Due: 9/20/2013
June 2013 Business Operations Plus: New Niches Space Reservation: 4/5/2013 Ad Materials Due: 4/12/2013 Editorial Materials Due: 4/20/2013	December 2013 Convention Recap Space Reservation: 10/5/2013 Ad Materials Due: 10/12/2013 Editorial Materials Due: 10/20/2013

2013 The Director 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 page 10)

	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"

Business Exchange Display Classifieds Added in 2012

3-1/2" x 1-3/8"	1x	3x	6x	12x
Black	195	176	156	117
4-Color	280	261	241	202
3-1/2" x 2-7/8"	1x	3x	6x	12x
Black	390	351	312	234
4-Color	560	521	482	404

The Director Full-page Ad Dimensions

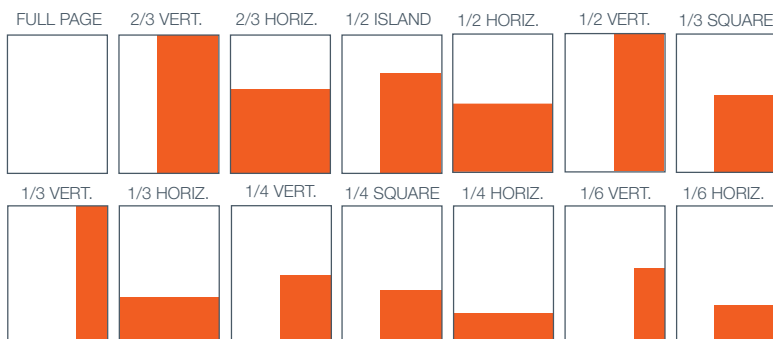
Live area: 7-1/4" x 9-7/8" Keep all copy and live matter a minimum of 1/2" from the gutter and final trim

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 kschilling@nfda.org](mailto:kschilling@nfda.org)

Ad Placement



2013 Official Souvenir Program & Expo Buyer's Guide

Promote your presence at the 2013 NFDA Convention & Expo in Austin, Texas!

Space Reservation: 8/5/2013

Materials Due: 8/12/2013

Rates: Refer to the 24X rates used for *The Director*