

# ADVERTISING RATES 2021

The Independent<sup>®</sup> is the official publication of the Order of the Golden Rule - one of the world's oldest and largest professional associations of independent funeral homes. OGR affords you direct access to the best of the best who are committed to higher levels of customer service.

The Independent<sup>®</sup> is printed in four-color with a clean and easy-to-read format. Each quarterly issue features relevant editorial content for our members, which means readers are more engaged with the magazine and your advertisements.

In addition to being a quarterly printed publication, The Independent<sup>®</sup> is provided electronically via email to all our members and posted on the OGR website for added exposure and convenience.

**Gain the advantage with  
The Independent<sup>®</sup>**

*Plus...*

**OGR's Bi-weekly eNewsletter**



# 100%

of OGR funeral homes are independently owned and operated with the authority to make purchasing decisions.

# 95%

of OGR members use The Independent® as an important source of technical and professional information.

# 78%

of our readers have been OGR members for more than 10 years.

## OGR MEMBERS SAY IT BEST

- “We repeatedly receive more cutting-edge information from OGR.”
- “... best resource for an independent funeral director”
- “... dedicated to independent ownership”
- “OGR is far above other groups.”

The Independent® reaches more than 1,000 leading independent funeral home owners and professionals throughout North America and around the world.

The Independent® features technical and professional articles by death-care experts, feature stories about OGR members and advertising from leading product and service providers.

## EDITORIAL CALENDAR AND DEADLINES

Winter 2021  
Insertion Orders: Dec. 7, 2020  
Materials: Dec. 14, 2020

Summer 2021  
Insertion Orders: June 1, 2021  
Materials: June 8, 2021

Spring 2021  
Insertion Orders: March 1, 2021  
Materials: March 8, 2021

Fall 2021  
Insertion Orders: Aug. 30, 2021  
Materials: Sept. 6, 2021

## EDITORIAL SUBMISSIONS

Subject matter expert articles are welcome, and free to submit for any member or supply partner. Non-members may submit for a fee on a sliding scale based on how many issues you want to write for. Member and non-member submissions alike follow the same editorial calendar as advertisements (above) and are subject to space availability.

Submissions should be 750 - 2,500 words long. At least one photo, graphic/chart or other artwork is preferred; additional visuals may be used as space allows. Articles should not be self-promotional but of interest to the death care profession and/or small business owners. OGR reserves the right to edit all submitted materials for clarity, appropriateness and space limitations, adhering to Associated Press style.

## InSights

Bi-weekly e-mail industry newsletter with exclusive banner ad space. This space is available to one sponsor per month (2 issues) for only \$150 on a first-come, first-served basis. Multiple placement discounts available. Delivered every other Thursday. Banner measures 8" x 2".

## RATES AND SPECIFICATIONS

### Image Area

Trim size: 8.5" x 11"

Bleeds: add 0.25" to trim (no additional charge)

### FULL COLOR and BLACK & WHITE ADS

	1X	2X	4X
Full Spread*	\$1,000	\$850	\$750
Full Page	\$650	\$550	\$500
1/2 Page	\$450	\$375	\$325
1/4 Page	\$250	\$225	\$200
1/6 Page	\$150	\$125	\$100

### Premium Positions, add:

BC/IFC/IBC	\$250	\$200	\$150
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Ads included in pdf editions posted on OGR website at no additional fee.

\*There is a limit of one full-spread ad per issue, offered on a first-come, first-served basis. To place in a premium position, add additional \$400 / \$300 / \$200 instead of \$250 / \$200 / \$150.

### Formats

PDF, JPEG, TIFF, EPS or ZIP files preferred.

Disclaimer: Publisher reserves the right to reject or cancel advertising at its sole discretion. Advertiser is responsible for advertiser content and holds publisher harmless for any claims, judgments or lawsuits that may arise resulting from such advertising. Publisher reserves the right to revise advertising rates at any time.

### Layout Services

Add 15% of gross one-time issue fee (as time allows).

Commissionable/discounts do not apply.

### Editorial Submissions

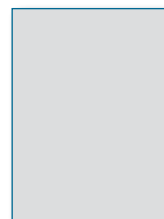
Members, including supply partners, may submit articles for free. Non-members may submit for a fee. All accepted editorials are re-published on the OGR.org blog and linked to in the InSights newsletter at no additional cost.

Please contact OGR Communications Director Evan Hoffmeyer at [EHoffmeyer@OGR.org](mailto:EHoffmeyer@OGR.org) for current pricing.

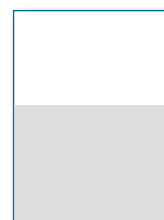
Full Spread



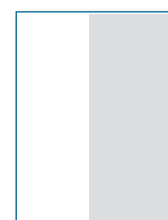
Full Page



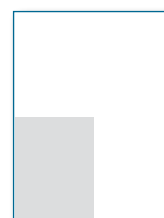
1/2 Page Horiz.



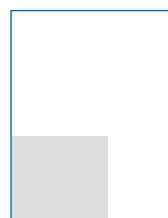
1/2 Page Vertical



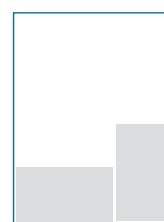
1/4 Page Vert.



1/4 Page Sq.



1/6 Page H/V



## INQUIRIES

Adeline Border  
OGR Communications Coordinator  
(800) 637-8030 | [aborder@ogr.org](mailto:aborder@ogr.org)

## 2021 INSERTION ORDER



Advertiser agrees to the provisions of this contract and desires to enter into this agreement with the International Order of the Golden Rule. Please indicate frequency, issue(s) and size. Check for availability of premium positions. Invoices are sent following publication and are payable 30 days from invoice date. A finance charge of 1.5% per month will apply to unpaid balances.

### InSights - Bi-weekly eNewsletter

Insertion is for two issues @ \$1100 / 2" x 1" Banner

Month ☐ Jan ☐ Feb ☐ Mar ☐ April ☐ May ☐ June ☐ July ☐ Aug ☐ Sept ☐ Oct ☐ Nov ☐ Dec

### The Independent® - Quarterly Magazine

Issue(s) ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Size (inches wide x deep)

☐ \*Full Spread 17" x 11"

Frequency ☐ 1x @ \$1,000 ☐ 2x @ \$850 ☐ 4x @ \$750

☐ Full Page 8.5" x 11"

Frequency ☐ 1x @ \$650 ☐ 2x @ \$550 ☐ 4x @ \$500

☐ 1/2 Page, 8.5" x 5.5"

Frequency ☐ 1x @ \$450 ☐ 2x @ \$375 ☐ 4x @ \$300

☐ 1/4 Page, 3.75" x 5"

Frequency ☐ 1x @ \$250 ☐ 2x @ \$225 ☐ 4x @ \$200

☐ 1/6 Page, 4.5" x 2.75"

Frequency ☐ 1x @ \$150 ☐ 2x @ \$125 ☐ 4x @ \$100

Premium Position ☐ BC ☐ IFC ☐ IBC | 1x add \$250 / 2x add \$200 / 4x add \$150

*\*Limit 1 full-spread ad per issue on a first-come, first-served basis; for Premium Position placement, 1x add \$400 / 2x add \$300 / 4x add \$200*

☐ Non-member Editorial Submission

Frequency ☐ 1x ☐ 2x ☐ 4x

Advertiser \_\_\_\_\_

Contact (for Ad Index) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Advertising Agency \_\_\_\_\_

Agency Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## CONTACT

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