

MEDIA KIT 2010

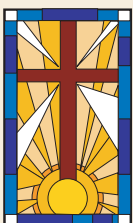
Catholic Cemetery



INTERNATIONAL READERSHIP

A monthly target audience of 1400 CCC members throughout the United States, Canada, Guam, Australia, Italy, Puerto Rico and China.

REACHING A TARGETED AUDIENCE - Catholic Cemetery Administrators and Key Decision Makers



CATHOLIC
CEMETERY
CONFERENCE

INFLUENCING 7,000 CEMETERIES

CCC members minister to and maintain some 7,000 cemeteries around the globe.

AN EFFECTIVE ADVERTISING NETWORK

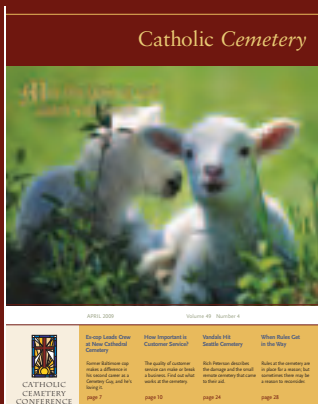
It's been proven—CCC members call on suppliers they know to do the job and provide the service.

AWARD WINNING

Recognized year after year by the Catholic press for outstanding design and content, *Catholic Cemetery* is a strategic showcase for product promotion.

Month	Materials Due	Editorial Focus
January	December 3	2009 Index of articles; Sales and Service - Innovative Ways to Raise Revenue
February	January 1	Customer Service - Making a Good First Impression
March	February 1	Preparing for Summer - Grounds Maintenance and Landscaping
April	March 3	Pre-Convention 2010; Cemetery Regulatory Issues; Cremation and Beyond
May	April 1	Software and the Smaller Cemetery Operation
June	May 1	2010 Convention Preview, Part I; Involving the Community in Your Cemetery Events
July	June 2	2010 Convention Preview, Part II; Historic Cemeteries and Renovation
August	June 30	Creative Ways of Celebrating Life and Death; the Living Remember Their Loved Ones Throughout the Year
September	July 16	2010 Convention Issue with Special Bonus Distribution; Includes Official Exhibitor Profile
October	July 30	Disaster Response and Preparedness; Preparing Your Cemetery and Equipment for Winter
November	October 1	Convention Report; Catholic Cemetery Sunday; Grief Counseling - Helping Families of the Deceased
December	November 3	Convention Wrap-up; the Importance to Your Ministry of Continuing Education

Easter Issue



Catholic Cemetery
Volume 49, Number 4
Spring 2010

Bring Little One to Home Cemetery
Learn about the benefits of a home cemetery and how to choose the right one for your family.

How Important is Customer Service?
Learn how to provide excellent customer service and how to handle difficult situations.

Visible 911
South Cemetery

When Better Call It by Day

How to Choose an Urn
Learn about the different types of urns and how to choose the right one for your loved one.

How to Choose a Headstone
Learn about the different types of headstones and how to choose the right one for your loved one.

How to Choose a Grave Site
Learn about the different types of grave sites and how to choose the right one for your loved one.

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My \$1,000,000 Rock Garden!
—By Carmen O'Neil, CCE

CEMETERY COMPUTERIZATION
Is it Necessary?
—By Frank O'Neil

Disaster Response and Preparedness
How to Prepare Your Cemetery and Equipment for Winter

Convention Report
Catholic Cemetery Sunday; Grief Counseling - Helping Families of the Deceased

Convention Wrap-up
The Importance to Your Ministry of Continuing Education

Supersize Convention Issue



Catholic Cemetery
Volume 49, Number 5
Spring 2010

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Learn about the different types of urns and how to choose the right one for your loved one.

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Full Page

trim size:

8.5 x 11

with bleeds:

8.75 x 11.25

additional 10% fee

Live area-no bleed:

7.5 x 10

2/3 Page

Horizontal:

7 x 6-1/3

Vertical:

4-5/8 x 9-1/4

1/2 Page

Horizontal: 7 x 4-3/4

Vertical: 3-3/8 x 9-1/4

1/3 Page

Horizontal: 7 x 3

Vertical: 2-1/8 x 9-1/4

Square: 4-1/2 x 4-3/4

1/3 Page

Vertical

Square

1/4 Page

3-3/8 x 4-3/4

1/6 Page

Horizontal: 4-3/4 x 2-1/8

Vertical: 2-1/8 x 4-3/4

Business Card Ad

3-1/2 x 2 or

2 x 3-1/2

Additional Opportunities

Inserts, Bind-ins or Tip-ons

Information on these additional methods of advertising may be obtained by contacting Managing Editor Christine Kohut at 708.202.1242 or cakohut@catholiccemeteryconference.org.

Member and Resource Directory

CCC's annual *Member and Resource Directory* is the official guide to our global network of top Catholic cemetery decision makers, professionals with the purchasing power to buy your firm's products and services. An ad in the Directory, provides year-long exposure for your products and services. It is published in the first quarter of each year.

Custom Lists

Using our client list is a great way to target your advertising message to the right potential buyer. The list may be obtained through CCC's Membership Department by calling 708.202.1242. Permission is required and there is a fee to use the list.

Artwork Specs and Contract Details

- Artwork must be supplied as a digital file prepared using Quark Express 5.0 or higher, Adobe Illustrator, Photoshop or PDF. Art may be sent in PDF, EPS or Tiff format. If Adobe In-Design is used, please send the art in EPS format.
- All fonts and supporting graphics must be included with files.
- All halftones should be 133-line screen maximum. Digital continuous tone images should be minimum 266 dpi at 100%.
- Artwork that is emailed should be sent as a Hi-res PDF. Files larger than 7MB must be uploaded to our FTP site. CDs are also acceptable.
- Color art must be sent as CMYK and will be considered as 4-color. Do not send art as RGB. Any additional Spot colors will be charged at \$400 per color.
- Bleeds are at least 1/8" on all sides and must be included in the final artwork. There is a 10% additional charge for bleeds.
- Two "tear sheets" of the ad in the magazine will be sent to the Advertiser with an invoice once magazine is printed. All invoices are payable on receipt. Any advertiser with an outstanding invoice of 60 days or more will not be allowed to advertise until the bill is paid in full.
- The Publisher reserves the right to refuse or disapprove any advertising in accordance with any rules the Publisher may have.
- The Advertiser may terminate the Ad Contract at any time by giving 45 days prior written notice to the Publisher.
- The Publisher holds the Advertiser and the Agency jointly and severally liable for all charges relating to Gross Billing Charges, mechanical charges and Short Rating.
- Should the Advertiser fail to produce advertising for publication in accordance with the frequency chosen, the Advertiser will not receive a Frequency Discount, and each previous advertisement shall be "Short-Rated" requiring the Advertiser to pay the higher rate of the lower frequency of publication.



CATHOLIC
CEMETERY
CONFERENCE

Catholic Cemetery Magazine ADVERTISING CONTRACT

2010

ADVERTISER:

Company _____

Address _____

City _____

State / Zip _____

Contact _____

Phone _____

Fax _____ E-mail _____

Web Address _____

AGENCY:

Company _____

Address _____

City _____

State / Zip _____

Contact _____

Phone _____

Fax _____ E-mail _____

Web Address _____

AD SIZE:

Full page 2/3 page 1/2 page

1/4 page 1/3 page 1/6 page

Business Card Ad (*enclose 2 copies of Business Card*)

Bleed (10% extra) Special Position (10% extra)

COLOR:

4-color Black & White

ADVERTISING SCHEDULE:

Mark all months when ad is to run:

January July

February August

March September

April October

May November

June December

I hereby agree to abide by the terms of this Contract as set forth in the Advertising Agreement of the Catholic Cemetery Conference 2010 Ad Rate Card. Please note, contract is not binding without signature.

Signature _____

Date _____

Return this contract with a copy of your ad to the *Catholic Cemetery Magazine*

Catholic Cemetery Conference 1400 S. Wolf Road, #3 . Hillside, IL 60162 (PH) 708.202.1242 (F) 708.202.1255

www.catholiccemeteryconference.org