

SouthernTM

◆ FUNERAL DIRECTOR ◆

MAGAZINE

Greetings!

Thank you for your interest in the Southern Funeral Director magazine. SFD was started in 1919 by my grandfather, John W. Yopp, Sr., and to this day, continues to be the oldest, family owned and operated funeral trade publication printed in the funeral, cremation and cemetery industry. This will be our 99th year, and promises to provide more articles and industry news relevant to our industry needs.

Our mission is to provide funeral, cremation and cemetery professionals with the most comprehensive articles, industry news and updates as well as other pertinent information in order to advance the interests of the Death Care industry and its professionals, educators and providers.

The staff would like to thank all those advertisers, supporters and contributors who made **2017** a great year for the magazine. **2017** promises to be even better and we look forward to working with each and every company in expanding and exposing their products and services to the death care industry.

The Southern Funeral Director Magazine's readership exceeds **10,000** viewers which includes the printed and website versions. Although partially distributed in all 50 U.S. states, the publication is widely known for its extensive coverage to the 16 states that make up the southeastern region of the United States. The southern region continues to be the highest market for traditional burials in the country which enhances the vast number of products used by funeral and cemetery owners.

When you plan your advertising schedule with us, you become eligible for our Company Profile Plan. This plan entitles you to one Company Profile in any month's issue during **2018**. Take this opportunity to showcase your company and its product or service in an editorial format alongside your ad. If you would like to have your company profile located elsewhere in the magazine, thereby giving you exposure in two separate sections, we are happy to accommodate you. We can also run the profile separately in a designated future issue.

If you commit to a **6** issue schedule with us, you become eligible for two Company Profiles, as well as a regular link and banner on our website www.sfdmagazine.com.

There is more to offer you during your budgeting and planning sessions, including a proactive readership of owners and staff members, comprehensive editorial calendar, fresh design features, state and national convention coverage, industry and product news, and much more. We have created several editorial focuses to repeat certain marketing opportunities for your product or service, using a different perspective on a topic of interest to our readers. Therefore, you will be well represented as a buying option in several of our **2018** issues.

There are more reasons than ever to become part of The Southern Funeral Director Magazine and we look forward to serving you in **2018**. Call or email John Yopp at johnyopp3@aol.com or **404-312-6640** to discuss your needs. We are here to serve.

I look forward to a fantastic year with you.

Sincerely,

John W. Yopp

John W. Yopp, III
Publisher/Editor
www.sfdmagazine.com

Five Reasons to Advertise



FIVE REASONS WHY YOU SHOULD CONSIDER SOUTHERN FUNERAL DIRECTOR MAGAZINE IN YOUR 2017 MARKETING PLANS!

REASON #1...FAMILY OWNED AND OPERATED

SFD was started in 1919 by John Yopp, III's grandfather, John Sr. It was marketed and perfected by his father, John Jr. and his daughter Mary Yopp Cronley and now it is under John III's ownership and management. John promises to offer his advertisers the best possible advertising environment specifically designed to generate more business for your company.

REASON #2...COMPANY PROFILES

Part of SFD's philosophy is to offer our advertisers more bang for their buck. During the year you can choose an issue where you can place a company profile, the same size as your ad, right next to your ad. This is designed to give our readers more information about your company and it doubles your marketing space at no additional cost.

REASON #3...VALUE ADDED MARKETING PLANS

Place 6 ads or more in 2017 and receive an additional percentage off the rate card, a website banner ad and two free product profiles.

REASON #4...OVER 10,000 LOYAL READERS

Although the magazine has a presence in all 50 states, the majority of readers are centered around 16 southern states. There are readers who know our publication and have read it for several generations. They trust our editorial, our advertisers, and the product and services they provide!

REASON #5...OUR EDITORIAL PACKAGE

Our editorial style is specifically designed to create a reading friendly environment that enhances your advertisement, not bury it. Our readers appreciate our style. They can find helpful, quality information in our articles, and in your ads!

**LET US HELP YOU MARKET YOUR PRODUCTS
AND SERVICES TO OUR READERS TODAY!**

For more information, call today: 404-312-6640

P.O. Box 768152 ♦ Roswell, GA 30076 ♦ www.sfdmagazine.com ♦ 404-565-1436 (fax)

Value Added Marketing

Full Page Advertisers	Fractional Advertisers
12X	12X
<ul style="list-style-type: none"> • Page lock position availability • Web banner ad free for 12 months • Cover position or up-front pages • Free product profiles • Free company profiles • 20% off the rate card 	<ul style="list-style-type: none"> • Web banner ad free for 12 months • Free product profiles • Free company profiles • 20% off the rate card
6X	6X
<ul style="list-style-type: none"> • Web banner ad free for 6 months • Cover position or up-front pages • Free product profiles • Free company profile • 15% off the rate card 	<ul style="list-style-type: none"> • Web banner ad free for 6 months • Free product profiles • Free company profile • 15% off the rate card
3X	3X
<ul style="list-style-type: none"> • Web banner ad free for 3 months • Cover position or up-front pages • Free product profile • Free company profile • 15% off the rate card 	<ul style="list-style-type: none"> • Web banner ad free for 3 months • Free product profile • Free company profile • 15% off the rate card

Number of Funeral Homes in the 16 Southern States in the U.S.			
396	Alabama	507	Missouri
276	Arkansas	640	North Carolina
742	Florida	326	Oklahoma
579	Georgia	380	South Carolina
460	Kentucky	407	Tennessee
260	Louisiana	1,139	Texas
242	Maryland	467	Virginia
336	Mississippi	255	West Virginia

*7,412 – Total Number of Funeral Homes in the 16 Southern States

*Statistical data provided by the Red Book Directory

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Rates and Materials

Pricing and Specifications				
4-Color	12x	6x	3x	1x
Full Page	\$1,550	\$1,650	\$1,750	\$1,850
2/3 page	\$1,250	\$1,350	\$1,450	\$1,550
1/2 page	\$750	\$850	\$950	\$1,050
1/3 page	\$650	\$750	\$850	\$950
1/4 page	\$425	\$525	\$625	\$725
B & W				
Full Page	\$750	\$850	\$950	\$1,050
2/3 page	\$650	\$750	\$850	\$950
1/2 page	\$450	\$500	\$550	\$600
1/3 page	\$300	\$375	\$450	\$525
1/4 page	\$275	\$350	\$425	\$500

Back Cover, Inside Front or Inside Back Cover Position by Request

Details and Dimensions
<ul style="list-style-type: none"> • Cost for single matched or PMS colors: black-and-white rate plus an additional \$400 per page unless otherwise negotiated with publisher.
<ul style="list-style-type: none"> • If unable to provide digital files, advertiser may submit negatives, camera ready or other hard copy, which will be converted to a digital format at a charge to the advertiser of \$30 for each black-and-white ad and \$120 for each for-color ad.
<ul style="list-style-type: none"> • Any changes or corrections made to ads will be charged to the agency.
<ul style="list-style-type: none"> • If the advertiser does not use an advertising agency, the charges will be assessed to the non-agency advertiser.
<ul style="list-style-type: none"> • Agency commissions do not apply to production and mechanical charges.

Dimensions	
Trim Size true	Full Page
8 1/2" (w) x 11" (h) Bleed req: 9"(w) x 11 1/2" (h)	8" (w) x 10 1/2" (leave 1/4" border)
1/2 Page	1/2 Island
7 1/2" (w) x 5" (h) or 3 3/4 (w) x 10" (h)	5" (w) x 7 1/2" (h)
1/3 Page	1/4 Page
7 1/2 (w) x 3 1/8" (h) or 2 1/4" (w) x 10" (h)	3 1/2" (w) x 4 3/4" (h)
Other Sizes Charge \$20 An Inch	
Please email files at 300 dpi (or better) to: johnyopp3@aol.com	

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2018 Editorial Calendar

2018 Southern Funeral Director Editorial Calendar	
January	Education/Latest Technology, Websites & Internet Providers December 1, 2017 - Ad Space Close December 15, 2017 - Editorial & Ad Materials Due
February	ICCFA Pre Convention January 1, 2018 - Ad Space Close January 15, 2018 - Editorial & Ad Materials Due
March	Memorialization/Aftercare/New Vendors & New Innovations February 1, 2018 - Ad Space Close February 15, 2018 - Editorial & Ad Material Due
April	Pre Need-At Need/Insurance vs Trust/New Techniques for Funeral Directors to Employ March 1, 2018 - Ad Space Close March 15, 2018 - Editorial & Ad Material Due
May	Mergers & Acquisitions/Advisors & Consultants/Succession Planning April 1, 2018 - Ad Space Close April 15, 2018 - Editorial & Ad Material Due
June	Cremation Product & Services/Pet Loss Services & Cremation May 1, 2018 - Ad Space Close May 15, 2018 - Editorial & Ad Material Due
July	Funeral & Cemetery Supply Products/Marketing Marble, Granite and Bronze/ICCFA Fall Owners & Managers Preview June 1, 2018 - Ad Space Close June 15, 2018 - Editorial & Ad Materials Due
August	Caskets & Shipping/Domestic vs Imports July 1, 2018 - Ad Space Close July 15, 2018 - Editorial & Ad Materials Due
September	2018 NFDA International Expo Convention Preview - Nashville, TN! August 1, 2017 - Ad Space Close August 15, 2017 - Editorial & Ad Materials Due
October	2018 Professional Vehicles/Legal Review = Best Practice September 1, 2018 - Ad Space Close September 15, 2018 - Editorial & Ad Material Due
November	Vaults and Outer Burial Containers/Legislative Changes-Challenges/Tax Considerations October 1, 2018 - Ad Space Close October 15, 2018 - Editorial & Ad Material Due
December	NFDA/CANA Convention Summary/Latest Computer Software & Products/ICCFA January Sales & Marketing Preview November 1, 2018 - Ad Space Close November 15, 2018 - Editorial & Ad Material Due

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EARN POINTS AND MILES - PAY VIA CREDIT CARD



Advertising Order Form

Please Fax completed insertion order form to (404) 565-1436 or contact John Yopp (404) 312-6640 or johnyopp3@aol.com

Advertiser: _____

Contact: _____ Tel.: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Agency: _____

Contact: _____ Tel.: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Website: _____

Table with 6 columns: Issue, Size/Proportion, Colors, Material Supplied, Gross Price, Net Price. Rows for months January through December.

Southern Funeral Director/Alliance magazine agrees to publish the advertising, and the advertiser agrees to pay, according to terms specified on this form.

Comments: _____

Date: _____ By: _____

For the Advertiser

John W. Yopp Southern Funeral Director Magazine, LLC

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