# The Director Magazine

## Editorial Calendar and Ad Rates and Dimensions

#### 2013 Editorial Calendar

#### January 2013

February 2013

The State of the Profession

Space Reservation: 11/5/2012 Ad Materials Due: 11/12/2012 Editorial Materials Due: 11/20/2012

# August 2013

July 2013

Evolving Memorial Services Plus: Green Funerals

Space Reservation: 12/5/2012 Ad Materials Due: 12/12/2012 Editorial Materials Due: 12/20/2012

# Cremation

Plus: NFDA Expo Preview

The Leadership Issue

Space Reservation: 5/5/2013

Ad Materials Due: 5/12/2013

Editorial Materials Due: 5/20/2013

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

## 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** 

#### **Ad Placement**



### 2013 The Director Ad Rates

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

Cover 2	1X 3.220	3X 3.065	6X 2.920	12X 2.780
Cover 3	3,100	-,	2,810	2,675
Cover 4	3,600	3,425	3,260	3,100

#### **Black-and-White Rates**

	1X	ЗХ	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	ЗХ	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

## 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*