



Order of the
Golden Rule

® Making Independent Funeral Homes Exceptional



2025

ADVERTISING OPPORTUNITIES

THE VOICE OF INDEPENDENT FUNERAL HOMES

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BACKGROUND

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100%

independently owned
and operated funeral homes

87%

of OGR members have been
with us for more than a decade

95%

use The Independent as an
important source of
professional knowledge



1,050

funeral home owners and
professionals

PUBLICATIONS & PROGRAMS

2

THE INDEPENDENT®

- Print circulation: 525
- Digital circulation: 895
- Quarterly distribution
- Full-color
- Ad-to-content ratio: 27%
- Direct access to the best of the best who are committed to providing higher levels of customer service



INSIGHTS E-NEWSLETTER

- Digital circulation: 870
- Bi-weekly distribution
- Capped at 2 advertisers per month
- Open rate: 45%
 - 10% higher than the industry average on MailChimp email platform
- Benchmarking Report

VIEW THE WINTER 2024 ISSUE

ECO-FRIENDLY
CASKETS AND URNS



PASSAGES
Embracing Change

(888) 480-6400

www.passagesinternational.com

IN THE NEWS

OPINION: Death is certain, but funeral home pricing often isn't

The FTC's Funeral Rule could get the first substantial update in decades, providing consumers with more price transparency when they are making funeral and burial arrangements for loved ones. [Read more...](#)

San Antonio College opens mortuary, first in nation with a funeral home on campus



REST ASSURED: OGR PODCAST

- Digital circulation: 870+
- Annual opportunities
- Limit 2 advertisers per episode
- 60- or 30- Second ad read during the episode
- Benchmarking Report



OGR HOME PAGE WEB BANNER

- Monthly Web traffic average: 12,500 hits
- Limit 2 advertisers
- Benchmarking Report



CONTENT & AD SPECS

3

MECHANICAL SPECS

- Trim Size: 8.5" x 11"
- Safe Zone: 0.5" on all sides (*only ads with bleed*)
- **Preferred Formats: PDF and EPS**
 - *Accepted Formats: JPG, PNG & TIFF*
- **Color Profile: CMYK**
- Ads due March 1, June 1, September 1, December 1

AD SIZES

Full Spread: 17.25" x 11.25"
Full Page with bleed: 8.75" x 11.25"
Full Page without bleed: 7.5" x 10"
Half Page: 7.5" x 4.75"
Quarter Page Vertical: 3.75" x 4.725"
Sixth Page Square: 3.75 x 3.1667"
Sixth Page Vertical: 2.375" x 4.625"



OGR 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.

DIGITAL SPECS

- Preferred Formats: PNG & JPG
- Color Profile: CMYK
- Ads due 30 days prior to inserted month

AD SIZES

Insights Banner: 8" x 2"

Website Banner: 13.5" x 3.75"



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INSERTION ORDER

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2025 Print 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)/month(s) and size. Check to confirm 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.



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The Independent® - Quarterly Magazine

Issue(s)	Winter	Spring	Summer	Fall
Size				
Full Spread*	1x @ \$1,100	2x @ \$950	4x @ \$850	
Full Page	1x @ \$850	2x @ \$775	4x @ \$700	
1/2 Page	1x @ \$500	2x @ \$425	4x @ \$350	
1/4 Page	1x @ \$350	2x @ \$325	4x @ \$300	
1/6 Page	1x @ \$250	2x @ \$225	4x @ \$200	
Blow-In**	1x @ \$1,100	2x @ \$950	4x @ \$850	

Premium Positions

Inside Front Cover	1x @ \$250	2x @ \$200	4x @ \$150
Inside Back Cover	1x @ \$250	2x @ \$200	4x @ \$150
Back Cover	1x @ \$250	2x @ \$200	4x @ \$150

*Limit 1 full-spread ad per issue; first come, first served;

Premium Placement, 1x add \$400 / 2x add \$300, 4x add \$200

**Blow-In priced at 6" x 6"; contact Communications@OGR.org to price out a different size

Advertiser _____

Contact _____

Address _____

City _____

State/Province _____ Postal Code _____

Phone _____ Fax _____

Email _____

Ad Agency (if applicable) _____

Agency Contact _____

Agency Phone _____ Agency Fax _____

Agency Email _____

Signature _____

Date _____

Questions: Emily Ambriz-Huff, Director of Marketing | EHuff@OGR.org | 800.362.2546

Mail: The Independent® | 3502 Woodview Trace, Ste. 300 | Indianapolis, IN 46268

2025 Digital Insertion Order

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Order *of the*
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InSights - Biweekly eNewsletter

Insertion is for 2 issues @ \$200/month for an 8" x 2" banner. Max. 2 advertisers per month. Publisher will confirm availability of desired month(s) within 5 business days.

Month January February March April May June July August September October November December

Rest Assured: The Funeral Professions Podcast

Insertion is for 1 ad read. Max. 2 advertisers per episode. Must provide script for host.

Size

60 Second	1x @ \$200	2x @ \$175	4x @ \$150
30 Second	1x @ \$110	2x @ \$90	4x @ \$75

Home Page Web Banner Advertisement

Insertion is for 1 banner ad on the OGR home page.

12x @ \$1,200 9x @ \$950 6x @ \$650 3x @ \$500 1x @ \$250

Advertiser _____

Contact _____

Address _____

City _____

State/Province _____ Postal Code _____

Phone _____ Fax _____

Email _____

Ad Agency (if applicable) _____

Agency Contact _____

Agency Phone _____ Agency Fax _____

Agency Email _____

Signature _____

Date _____

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CONTACT

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The Independent® Magazine Editor

Digital & Print Advertisement

Supply Partner Benefit Fulfillment

Rest Assured Podcast Advertisement



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Sponsorship Opportunities

Industry Liaison

OGR Foundation

Strategic Execution & Management