

THE VOICE OF INDEPENDENT FUNERAL HOMES

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BACKGROUND

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

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



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

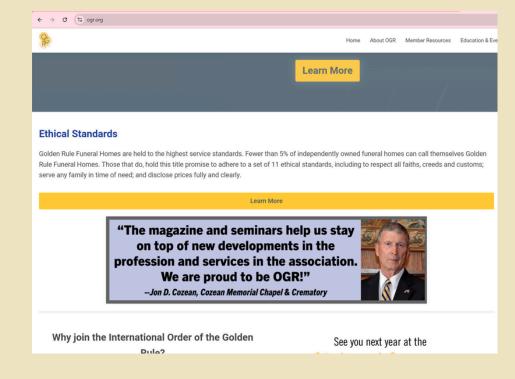
- Digital circulation: 870+
- Annual opportunities
- Limit 2 advertisers per episode
- 60- or 30- Second ad read during the episode
- Benchmarking Report





OGR HOME PAGE WEB BANNER

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





CONTENT & AD SPECS

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



2026 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.



The Independent® - Quarterly Magazine

Issue(s)	Winter	Spring	Summer	Fall
Size				
Full Spread*	1x @ \$1,155	2x @ \$1,000	4x @ \$895	
Full Page	1x @ \$895	2x @ \$815	4x @ \$735	
1/2 Page	1x @ \$525	2x @ \$445	4x @ \$370	
1/4 Page	1x @ \$370	2x @ \$340	4x @ \$315	
1/6 Page	1x @ \$265	2x @ \$235	4x @ \$210	
Blow-In**	1x @ \$1,155	2x @ \$1,000	4x @ \$895	
Premium Positions				
Inside Front Cove	r 1x@\$265	2x @ \$210	4x @ \$160	
Inside Back Cover	r 1x @ \$265	2x @ \$210	4x @ \$160	
Back Cover	1x @ \$265	2x @ \$210	4x @ \$160	

^{*}Limit 1 full-spread ad per issue; first come, first served; Premium Placement, 1x add \$400 / 2x add \$300, 4x add \$200

Advertiser		
Contact		
Address		
City		
State/Province		
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

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

2026 Digital Insertion Order

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November

December

InSights - Biweekly eNewsletter

Insertion is for 2 issues @ \$210/month for an 8" x 2" banner. Max. 2 advertisers per month. Publisher will confirm availability of desired month(s) within 5 business days.

August

September

October

Month January **February** March **April** May June July **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 @ \$210 2x @ \$185 4x @ \$160 30 Second 1x @ \$120 2x @ \$100 4x @ \$90 **Home Page Web Banner Advertisement** Insertion is for 1 banner ad on the OGR home page. 12x @ \$1,200 9x @ \$1,000 6x @ \$700 3x @ \$550 1x @ \$300

Advertiser		
City		
	Postal Code	
Phone	Fax	
Email		
Ad Agency (if applicable)		
Agency Contact		
Agency Phone	Agency Fax	
Agency Email		
Date		

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

CONTACT

OGR STAFF





