



Order *of the*  
Golden Rule

® Making Independent Funeral Homes Exceptional



# 2026

## ADVERTISING OPPORTUNITIES

THE VOICE OF INDEPENDENT FUNERAL HOMES

# CONTENTS

**01** BACKGROUND

**02** PUBLICATIONS & PROGRAMS

**03** CONTENT & AD SPECS

**04** INSERTION ORDER

**05** CONTACT



# BACKGROUND

# 1

# 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



## 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"**



*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.*

# INSERTION ORDER

4

# 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.



Order *of the*  
Golden Rule

## 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 Cover | 1x @ \$265 | 2x @ \$210 | 4x @ \$160 |
| Inside Back Cover  | 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

\*\*Blow-In priced at 6" x 6"; contact [Communications@OGR.org](mailto: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](mailto:EHuff@OGR.org) | 800.362.2546  
Mail: The Independent® | 3502 Woodview Trace, Ste. 300 | Indianapolis, IN 46268

# 2026 Digital 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.



Order *of the*  
Golden Rule

## 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.

| 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 @ \$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.

|                                        |                                       |                                     |                                     |                                     |
|----------------------------------------|---------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> 12x @ \$1,200 | <input type="checkbox"/> 9x @ \$1,000 | <input type="checkbox"/> 6x @ \$700 | <input type="checkbox"/> 3x @ \$550 | <input type="checkbox"/> 1x @ \$300 |
|----------------------------------------|---------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|

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

# CONTACT

# 5

# OGR STAFF



**Emily Ambriz-Huff**

Director of Communications & Marketing  
EHuff@OGR.org  
512-334-5504, ext. 147

Digital & Print Advertisement  
*Rest Assured* Podcast Advertisement



**Gary Del Vecchio**

Director of Member Development  
GDelVecchio@OGR.org  
512-334-5504, ext. 145

Sponsorship Opportunities



**Gena Murray**

Member Resources Manager  
GMurray@OGR.org  
512-334-5504, ext. 146

Supply Partner Benefits  
Member Connections