

ADVERTISING MEDIA KIT

ETHICAL
DEPENDABLE
QUALITY
SERVICE



Order of the
Golden Rule



THE VOICE OF
INDEPENDENT
FUNERAL
HOMES

2023

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BACKGROUND

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ABOUT US

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

1050

funeral home owners
and professionals

PUBLICATIONS

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THE INDEPENDENT®

- » Print circulation: 475
- » 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



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InSights eNewsletter

- » Digital circulation: 805
- » Bi-weekly distribution
- » Capped at 2 advertisers per month
- » Open rate: 33.39%

** 55% higher than average email open rate across all industries, according to Campaign Monitor's 2022 Email Benchmarking Report*

In Each Issue...

- association news
- industry headlines
- upcoming events
- no more than 2 ads, so your message breaks through



CONTENT & AD SPECS

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Editorial Submissions

- » Subject matter expert articles only
- » 400 - 1,200 words, based on feedback from a 2022 OGR membership survey
- » Subheadings to guide readers through your points
- » At least one photo, graphic, chart or other visual
- » Author bio
 - * *name & title*
 - * *email address*
 - * *hi-res headshot*



OGR reserves the right to edit all submitted materials for clarity, appropriateness and space limitations, adhering to AP Style.

All subject matter expert articles should be of interest to the deathcare industry and/or small business owners and not include any overt sales pitches. If you advertise in the same issue, your ad creative will run alongside your article.

OGR members and supply partners may submit for free as a benefit of membership. Non-members may submit for a fee. Email Communications@OGR.org for current rates.

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**

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 Horizontal: 7.5" x 4.75"
Half Page Vertical: 5" x 7.5"
Quarter Page Horizontal: 7.5" x 2.5"
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.*

INSERTION ORDER

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2023 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 @ \$160/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
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The Independent® - Quarterly Magazine

Issue(s)	Winter	Spring	Summer	Fall
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Size

Full Spread*	1x @ \$1,000	2x @ \$850	4x @ \$750	
Full Page	1x @ \$650	2x @ \$550	4x @ \$500	
1/2 Page	1x @ \$450	2x @ \$375	4x @ \$300	
1/4 Page	1x @ \$250	2x @ \$225	4x @ \$200	
1/6 Page	1x @ \$150	2x @ \$125	4x @ \$100	
Blow-In**	1x @ \$1,000	2x @ \$850	4x @ \$750	

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 (for Ad Index) _____

Address _____

City _____

State/Province _____ Postal Code _____

Phone _____ Fax _____

Email _____

Ad Agency (if applicable) _____

Agency Contact _____

Agency Phone _____ Agency Fax _____

Agency Email _____

Signature _____

Date _____

Questions: Corey Glenton, Director of Marketing | cglenton@OGR.org | 800.362.2546

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CONTACT

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The Independent® magazine editor

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supply partner benefit fulfillment

website management



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Executive Director & CEO

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sponsorships

industry liaison

OGR Foundation

strategic execution & management
