ADVERTISING

MEDIAKIT

ETHICAL
DEPENDABLE
QUALITY
SERVICE



THE VOICE OF INDEPENDENT FUNERAL HOMES



Order of the Golden Rule 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



use The Independent as an important source of professional knowledge

1050 funeral home owners and professionals



PUBLICATIONS



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





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 messagebreaks through

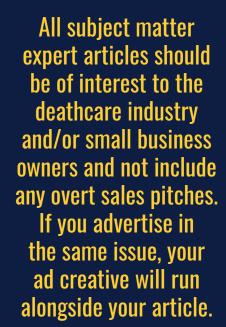


CONTENT & AD SPECS



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 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.



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

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



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.

April

May

March



November

December

InSights - Biweekly eNewsletter

January

February

Month

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.

July

August

September

October

lune

month	January 1	obradiy	maron	при	may	Julio		
The Independent® - Quarterly Magazine								
Issue(s)	Winter	Spr	ing	Summer	Fa	II		
Size								
Full Spread*	1x @ \$1,000	2x @ \$85	50 4x @	\$750				
Full Page	1x @ \$650	2x @ \$55	50 4x @	\$500				
1/2 Page	1x @ \$450	2x @ \$37	75 4x @	\$300				
1/4 Page	1x @ \$250	2x @ \$22	25 4x @	\$200				
1/6 Page	1x @ \$150	2x @ \$12	25 4x @	\$100				
Blow-In**	1x @ \$1,000	2x @ \$85	60 4x @	\$750				
Premium Positions	3							
Inside Front Cove	er 1x @ \$2	250 2x	@ \$200	4x @ \$150				
Inside Back Cove	r 1x @ \$2	250 2x	@ \$200	4x @ \$150				
Back Cover	1x @ \$2	250 2x	@ \$200	4x @ \$150				
*Limit 1 full-snread ad ner issue- first some first served-								

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

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

**Place in priced at 6" x 6", contact Communications @OCP are to p

Advertiser	
City	
	Postal Code
Phone	Fax
Email	
Ad Agency (if applicable)	
Agency Contact	
Agency Phone	Agency Fax
Agency Email	
Signature	
Date	
	Marketing cglenton@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

CONTACT





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sponsorships

industry liaison

OGR Foundation

strategic execution & management