

ADVERTISING

MEDIA KIT

ETHICAL
DEPENDABLE
QUALITY
SERVICE



THE VOICE OF
INDEPENDENT
FUNERAL HOMES



Order of the
Golden Rule

2024

CONTENTS

01 BACKGROUND

02 PUBLICATIONS

03 CONTENT & AD SPECS

04 INSERTION ORDER

05 CONTACT INFORMATION



BACKGROUND

1

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

1050

funeral home owners and professionals



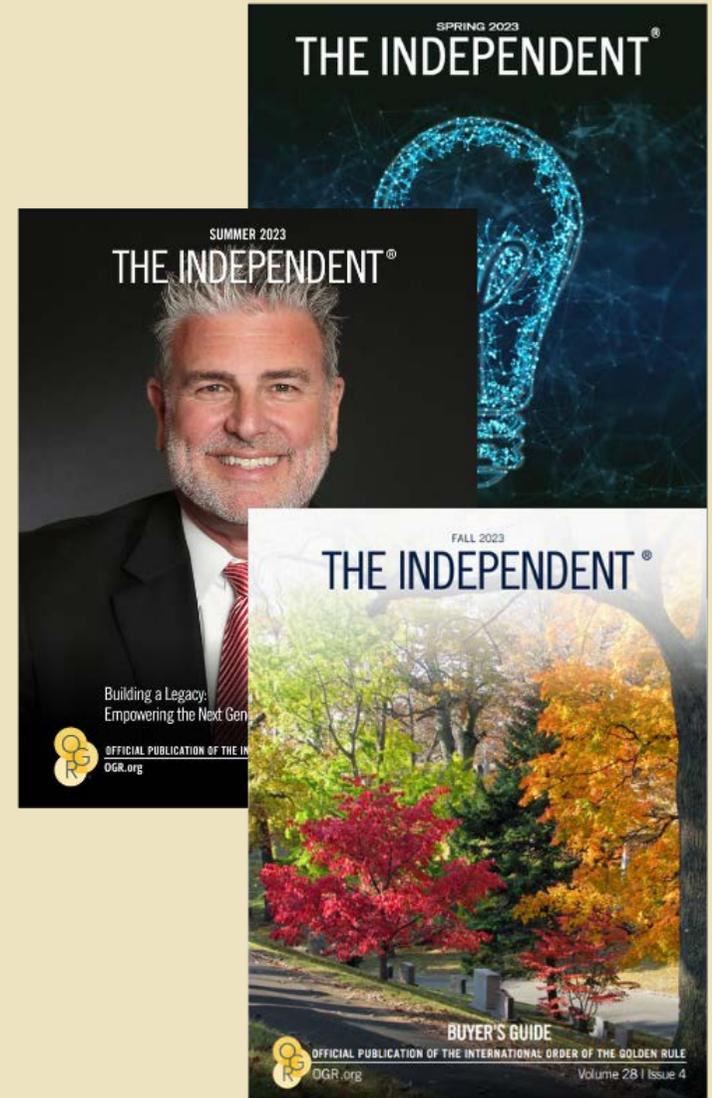
PUBLICATIONS

2

o o o o

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 message breaks through



CONTENT & AD SPECS

3

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-resolution headshot*
- » Submissions due March 1, June 1, September 1, December 1

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.



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**
- » **Ads due March 1, June, 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 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

4

2024 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

The Independent® - Quarterly Magazine

Issue(s) Winter Spring Summer Fall

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: Communications@OGR.org | 800.334-5504, ext. 140
The Independent® | 3502 Woodview Trace, Ste. 300 | Indianapolis, IN 46268

CONTACT

5



Jack Hamilton

Communications Coordinator

jhamilton@ogr.org

500.334.5504, ext. 144

newsletter & email communication

social media management

marketing

website management



Wendy King, CAE

Executive Director & CEO

wking@OGR.org

800.637.8030, ext. 140

sponsorships

industry liaison

OGR Foundation

strategic execution & management
