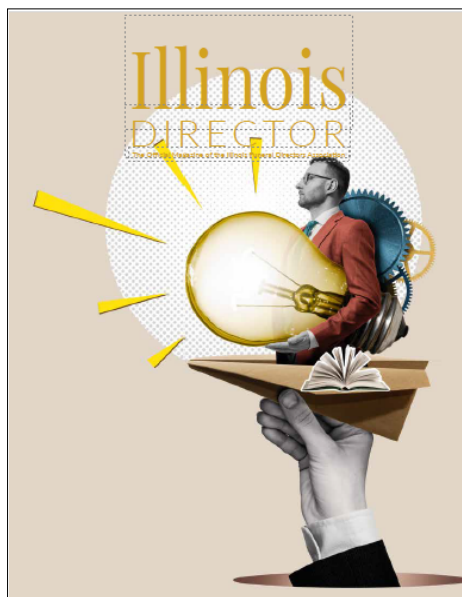


Illinois Director

2026 RATE CARD



ADVERTISING SALES

Patty Huber

512-310-9795 **phone**

phubersales@gmail.com **email**

PUBLISHER

Kimberly Scheberle

Sail House Publishing

512-346-0892 **phone**

kscheberle@austin.rr.com **email**

3510 Crowncrest Drive
Austin, TX 78759

*Illinois Director is published by Sail House Publishing
for the Illinois Funeral Directors Association.*

ADVERTISING RATES

The *Illinois Director* is the official publication of the Illinois Funeral Directors Association, dedicated solely to the Illinois funeral industry. Each issue of The Illinois Director reaches industry professionals statewide and connects IFDA members and member companies—recognized leaders in Illinois funeral services—offering your company an effective platform to promote your products and services.

Display Ad Rates

Size	1x	5x	10x
Outside Back Cover	\$555	\$492	\$465
Inside Front Cover	\$555	\$492	\$465
Inside Back Cover	\$555	\$492	\$465
Full page	\$487	\$430	\$408
1/2 page	\$295	\$266	\$243
1/3 page	\$193	\$175	\$164
1/4 page	\$175	\$159	\$147
1/6 page	\$120	\$108	\$102

*Rates per issue. All ads include color.

Classified Advertising Rates

Classified ads are \$35 for the first 50 words and \$1 for each additional word. E-mail typed copy of classified advertisement to Patty Huber at phubersales@gmail.com

Discounts

Advertising agency discounts of 15% allowed to agencies that pay submitted invoices within 30 days of billing date. IFDA Members and Associate Members receive 5% off all listed rates. Only one discount per advertiser is allowed.

Closing Dates

The Illinois Director is published 10 times a year, monthly with double issues for June/July and December/January. Space reservations are due on the 5th of the month preceding the publication date. For instance, a reservation for the February issue is due January 5. Artwork is due five days after the reservation deadline.

Advertisement Production

Advertising production and creation is available for \$75/hour plus reimbursement for all artwork purchased. Minimum charge for production is \$35 for 1/2 hour of work.

Advertising Policies

The Publisher is not responsible for errors contained within copy that the Advertiser or its Agency supplies.

All advertisements shall be clearly and prominently identified by trademark or signature of the Advertiser. The words "paid advertisement" shall be printed at the top of any advertisements that, in the sole opinion of the Publisher, may be confused with editorial pages. Acceptance of advertisement for publication does not imply endorsement by the Publisher, its publications or the Illinois Funeral Directors Association in any way, except when indicated by the Publisher.

The Publisher and IFDA reserve the sole right to refuse any advertisement that conflicts with the Publisher's or IFDA's public policies or applicable law. Fees collected prior to such refusal shall be returned to the Advertiser or Agency.

Credit Card Payments Accepted

Contact publisher Kimberly Scheberle at 512-346-0892 to make appropriate arrangements.

Illinois Director

MATERIAL REQUIREMENTS

All ads must be in a DIGITAL format. Failure to adhere to these specifications may result in the ad materials being returned for revisions.

Acceptable software includes

- Adobe Indesign CS5 versions 7 or less
- Adobe Illustrator CS5 versions 15 or less
- Adobe Photoshop CS5 versions 12 or less

Additional files include

- .pdf – high resolution/press quality only
- .eps – flattened files only
- .tif – flattened or layered files 300 dpi minimum at actual size
- .jpg – high resolution 300 dpi minimum at actual size

Acceptable color profiles and resolution

- Images must be in a CMYK color mode
- Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
- All colors used in a document must be defined as CMYK process colors
- Spot colors must be converted to CMYK
- Web images or images taken from websites are not acceptable (due to low resolution with 72 dpi)

SEND CONTRACT AND ARTWORK TO

Patty Huber

512-310-9795

phubersales@gmail.com

3510 Crowncrest Drive

Austin, TX 78759

MECHANICAL REQUIREMENTS

Trim Size – 8.5" x 11"

Bleed Size – 8.75" x 11.25"

Full page

Live Area – 7.25" x 9.75"

No bleed – 7.25" x 9.75"

Bleed – 8.75" x 11.25"

1/2 page Horizontal
(3 column)

7.25" x 4.75"

Island (2 column)

4.75" x 7.25"

1/3 page

Horizontal (2 column)

4.75" x 4.75"

Vertical (1 column)

2.25" x 9.75"

1/4 page Horizontal
(2 column)

7.25" x 2.25"

Vertical (1 column)

4.75" x 3.5"

1/6 page

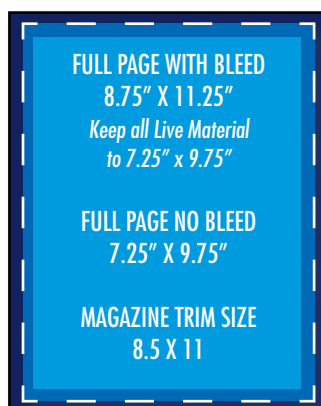
Horizontal (2 column)

4.75" x 2.25"

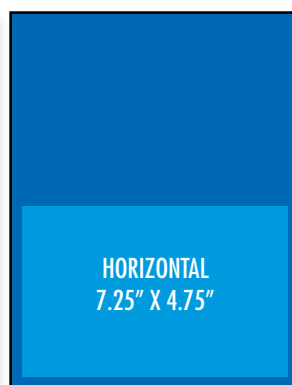
Vertical (1 column)

2.25" x 4.75"

FULL PAGE



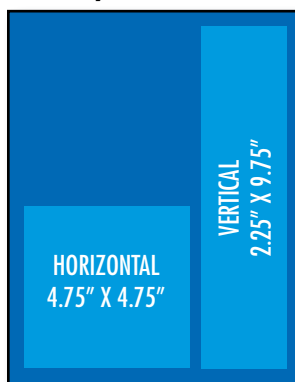
HALF PAGE



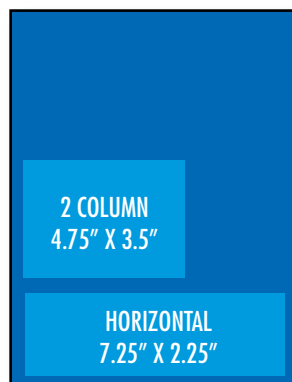
HALF PAGE



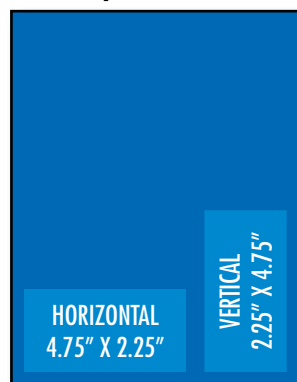
1/3 PAGE



1/4 PAGE



1/6 PAGE



2026 ADVERTISING SPACE PURCHASED AS FOLLOWS

Position

Back Cover
Inside Front Cover
Inside Back Cover

Size

Full Page
1/2 Page
1/3 page
1/4 page
1/6 page
Classified

Color

Color

Orientation

Vertical
Horizontal

Frequency

1 issue
5 issues
10 issues

Place Ads In

Every issue
February 2026
March 2026
April 2026
May 2026
June/July 2026
August 2026
September 2026
October 2026
November 2026
December 2026/January 2027

Contract Dates:

First Insertion Date (Issue/Year)

Last Insertion Date (Issue/Year)

Please return the contract to
PATTY HUBER
512-310-9795 phone
phubersales@gmail.com email

Illinois Director

2026 ADVERTISING CONTRACT

Advertiser

☐ Billing Address

Company

Contact Name

Address

City

State

ZIP

Phone

Mobile

E-mail

Authorized Signature

Advertising Agency (if different from above)

☐ Billing Address

Address

City

State

ZIP

Phone

Fax

E-mail

Authorized Signature

TOTAL PURCHASE PRICE OF ADVERTISING

Space Rate (per Issue) \$ _____

IFDA Member Discount \$ _____

Total Per Issue \$ _____

PAYMENT METHOD

Payment Type (check one):

Invoice monthly

Invoice for annual contract Prepay/Check No. _____

Payment Method

Payments can be made via check, ACH or credit card. Credit card payments will additionally include a 3% charge to help cover processing fees. To set up a credit card payment or receive ACH information, call 512-346-0892.

Checks are payable to Sail House Publishing and should be mailed to:

Sail House Publishing, 3510 Crowncrest, Austin, TX 78759.