



Greetings to You!

Thank you for your interest in The Southern Funeral Director / Alliance Magazine (SFD), the only family owned commercial publication with editorial that appeals to funeral, cemetery and cremation professionals. The publication was started by John W. Yopp, Sr., in 1919 and continued with his son, John Yopp, Jr., from 1955-1991. Mary Cronley, John, Jr.'s daughter, purchased the business in 1991 and ran the business until 2006, and, today, John Yopp, III is the current Publisher/Editor.

The staff would like to thank all those advertisers, supporters and contributors who made 2011 a great year for the magazine. 2012 promises to be even better and we look forward to working with each and every company in expanding and exposing their products and services to the death care industry.

Although The Southern Funeral Director / Alliance magazine's 8,500 copies are distributed in all 50 states, the publication is widely known for its extensive coverage to the 16 states that make up the southeastern region of the United States. The southern region continues to be the highest market for traditional burials in the country which enhances the vast number of products used by funeral and cemetery owners.

When you plan your advertising schedule with us, you become eligible for our Company Profile Plan. This plan entitles you to one Company Profile in any month's issue during 2012. Take this opportunity to showcase your company and its product or service in an editorial format alongside your ad. If you would like to have your company profile located elsewhere in the magazine, thereby giving you exposure in two separate sections, we are happy to accommodate you.

If you commit to a 12 issue schedule with us, you become eligible for two Company Profiles, as well as a regular link on our website currently under construction.

There is more to offer you during your budgeting and planning sessions, including an 8,500 circulation, comprehensive editorial calendar, fresh design features, state and national convention coverage, industry and product news, and much more. We have created several editorial focuses to repeat certain marketing opportunities for your product or service, using a different perspective on a topic of interest to our readers. Therefore, you will be well represented as a buying option in several of our 2012 issues.

There are more reasons than ever to become part of The Southern Funeral Director / Alliance magazine and we look forward to serving you in 2012. Call or email John Yopp (404-513-9405 or johnyopp3@aol.com) to discuss your needs. We are here to serve.

I look forward to a fantastic year with you.

Sincerely,

John W. Yopp
Publisher/Editor

Five Reasons to Advertise

5

FIVE REASONS WHY YOU SHOULD CONSIDER SOUTHERN FUNERAL DIRECTOR / ALLIANCE IN YOUR 2012 MARKETING PLANS!

REASON #1...FAMILY OWNED AND OPERATED

SFD was started in 1919 by John Yopp, III's grandfather, John Sr. It was marketed and perfected by his father, John Jr. and his daughter Mary Yopp Cronley and now it is under John III's ownership and management. John promises to offer his advertisers the best possible advertising environment specifically designed to generate more business for your company.

REASON #2...COMPANY PROFILES

Part of SFD's philosophy is to offer our advertisers more bang for their buck. During the year you can choose an issue where you can place a company profile, the same size as your ad, right next to your ad. This is designed to give our readers more information about your company and it doubles your marketing space at no additional cost.

REASON #3...VALUE ADDED MARKETING PLANS

Place six ads or more in 2012 and receive an additional percentage off the rate card, a website banner ad and free product profiles.

REASON #4...OVER 8,500 LOYAL READERS

SFD has a circulation of over 8,500 loyal readers. Although the magazine is available in all 50 states, the majority of readers are centered around 16 southern states. There are readers who know our publication and have read it for many years. They trust our editorial, our advertisers, and they will buy your products and services!

REASON #5...OUR EDITORIAL PACKAGE

Our editorial style is specifically designed to create a reading friendly environment that enhances your advertisement, not bury it. Our readers appreciate our style. They can find helpful, quality information in our articles, and in your ads!

LET US HELP YOU MARKET YOUR PRODUCTS AND SERVICES TO OUR READERS TODAY!

For more information, please call: **404-513-9405**

P.O. Box 768152 Roswell, GA 30076 • **404-513-9405 Phone**



Value Added Marketing

SOUTHERN FUNERAL DIRECTOR / ALLIANCE VALUE ADDED MARKETING PLANS

FULL PAGE ADVERTISERS 12X

- Page lock position availability
- Web banner ad free for 6 months
- Cover position or up-front pages
- Free product profiles
- Free company profiles
- 20% off the rate card

6X

- Web banner ad free for 6 months
- Cover position or up-front pages
- Free product profiles
- Free company profile
- 15% off the rate card

3X

- Web banner ad free for 3 months
- Cover position or up-front pages
- Free product profile
- Free company profile
- 15% off the rate card

FRACTIONAL ADVERTISERS

12X

- Web banner ad free for 6 months
- Free product profiles
- Free company profiles
- 20% off the rate card

6X

- Web banner ad free for 3 months
- Free product profiles
- Free company profile
- 15% off the rate card

3X

- Web banner ad free for 3 months
- Free product profile
- Free company profile
- 15% off the rate card

NUMBER OF FUNERAL HOMES IN THE 16 SOUTHERN STATES IN THE U.S.

| | |
|-------------------|----------------------|
| 396 - Alabama | 507 - Missouri |
| 276 - Arkansas | 640 - North Carolina |
| 742 - Florida | 326 - Oklahoma |
| 579 - Georgia | 380 - South Carolina |
| 460 - Kentucky | 407 - Tennessee |
| 260 - Louisiana | 1,139 - Texas |
| 242 - Maryland | 467 - Virginia |
| 336 - Mississippi | 255 - West Virginia |

7,412 - TOTAL NUMBER OF FUNERAL HOMES IN
THE 16 SOUTHERN STATES

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Rates & Materials

| 2012 Pricing and Specifications | | | | |
|---------------------------------|--------|--------|--------|--------|
| 4-Color | 12x | 6x | 3x | 1x |
| Full Page | \$1550 | \$1650 | \$1750 | \$1850 |
| 2/3 page | \$1250 | \$1350 | \$1450 | \$1550 |
| 1/2 page | \$750 | \$850 | \$950 | \$1050 |
| 1/3 page | \$650 | \$750 | \$850 | \$950 |
| 1/4 page | \$425 | \$525 | \$625 | \$725 |
| B & W | | | | |
| Full Page | \$750 | \$850 | \$950 | \$1050 |
| 2/3 page | \$650 | \$750 | \$850 | \$950 |
| 1/2 page | \$450 | \$500 | \$550 | \$600 |
| 1/3 page | \$300 | \$375 | \$450 | \$525 |
| 1/4 page | \$275 | \$350 | \$425 | \$500 |

DIMENSIONS:

Trim Size true

8 1/2" (w) x 11" (h) Bleed req: 9"(w) x 11 1/2" (h)

Full Page

8" (w) x 10 1/2" (leave 1/4" border)

1/2 Page

7 1/2" (w) x 5" (h) or 3 3/4" (w) x 10" (h)

1/2 Island

5" (w) x 7 1/2" (h)

1/3 Page

7 1/2" (w) x 3 1/8" (h) or 2 1/4" (w) x 10" (h)

1/4 Page

3 1/2" (w) x 4 3/4" (h)

Other Sizes Charge \$20 An Inch

Please email files at 300 dpi (or better) to:
johnyopp3@aol.com

Back Cover, Inside Front or Inside Back Cover Ad 10%

DETAILS AND DIMENSIONS

- Cost for single matched or PMS colors: Black-and-white rate plus an additional \$400 per page unless otherwise negotiated with publisher.
- If unable to provide digital files, advertiser may submit negatives, camera-ready or other hard copy, which will be converted to a digital format at a charge to the advertiser of \$30 for each black-and-white ad and \$120 for each for-color ad.
- Any changes or corrections made to ads will be charged to the agency. If the advertiser does not use an advertising agency, the charges will be assessed to the non-agency advertiser.
- Agency commissions do not apply to production and mechanical charges.

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2012 Editorial Calendar

2012 SOUTHERN FUNERAL DIRECTOR EDITORIAL CALENDAR

| | |
|-----------|---|
| JANUARY | ICCFA Pre Convention/Health & Safety/2012: The Good and the Bad December 1, 2011 - Ad Space Close December 15, 2011 - Editorial & Ad Materials Due |
| FEBRUARY | Memorialization/Aftercare/New Vendors & New Innovations January 1, 2012 - Ad Space Close January 15, 2012 - Editorial & Ad Materials Due |
| MARCH | Education/Latest Technology, Websites & Internet Providers February 1, 2012 - Ad Space Close February 29, 2012 - Editorial & Ad Material Due |
| APRIL | Pre Need-At Need/Insurance vs Trust/New Techniques for Funeral Directors to Employ March 1, 2012 - Ad Space Close March 15, 2012 - Editorial & Ad Material Due |
| MAY | Mergers & Acquisitions/Advisors & Consultants/Succession Planning April 1, 2012 - Ad Space Close April 15, 2012 - Editorial & Ad Material Due |
| JUNE | Cremation Product & Services/Pet Loss Services & Cremation May 1, 2012 - Ad Space Close May 15, 2012 - Editorial & Ad Material Due |
| JULY | Funeral & Cemetery Supply Products/Marketing Marble, Granite and Bronze/ICCFA Fall Owners & Managers Preview June 1, 2012 - Ad Space Close June 15, 2012 - Editorial & Ad Materials Due |
| AUGUST | Caskets & Shipping/Domestic vs Imports July 1, 2012 - Ad Space Close July 15, 2012 - Editorial & Ad Materials Due |
| SEPTEMBER | 2012 NFDA/CANA International Expo Convention Preview - Charlotte, NC August 1, 2012 - Ad Space Close August 15, 2012 - Editorial & Ad Materials Due |
| OCTOBER | 2013 Professional Vehicles/Legal Review = Best Practice September 1, 2012 - Ad Space Close September 15, 2012 - Editorial & Ad Material Due |
| NOVEMBER | Vaults and Outer Burial Containers/Legislative Changes-Challenges/Tax Considerations October 1, 2012 - Ad Space Close October 15, 2012 - Editorial & Ad Material Due |
| DECEMBER | NFDA/CANA Convention Summary/Latest Computer Software & Products/ICCFA January Sales & Marketing Preview November 1, 2012 - Ad Space Close November 15, 2012 - Editorial & Ad Material Due |

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Advertising Order Form

Please Fax back to: 678-691-7431 - Attn: John Yopp
or call: 404-513-9405

Advertiser: _____

Contact: _____ Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ **Website:** _____

Agency: _____

Contact _____ Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ **Website:** _____

| Issue | Size/Position | Colors | Material Supplied | Gross Price | Net Price |
|-----------|---------------|--------|-------------------|-------------|-----------|
| January | | | | | |
| February | | | | | |
| March | | | | | |
| April | | | | | |
| May | | | | | |
| June | | | | | |
| July | | | | | |
| August | | | | | |
| September | | | | | |
| October | | | | | |
| November | | | | | |
| December | | | | | |

Southern Funeral Director/Alliance magazine agrees to publish the advertising, and the advertiser agrees to pay, according to terms specified on this form.

Comments: _____

Date: _____ By: _____ John Yopp

For the Advertiser

For Extreme Designs, LLC