

# The Dead Beat

## The Caregiver's Soapbox

*Dedicated to providing information about the people and places involved in the funeral industry*

### Advertising Rates:

Per issue price—Effective 5/31/2014

FOUR COLOR RATES/ COMMITMENTS	1—TIME	3—TIMES	6—TIMES
<b>FULL PAGE</b>	Per \$700	Per \$665 Total\$1995	Per \$630 Total\$3780
<b>1/2 PAGE</b>	Per \$500	Per \$475 Total\$1425	Per \$450 Total\$2700
<b>1/4 PAGE</b>	Per \$415	Per \$394 Total\$1182	Per \$374 Total\$2244
<b>1/8 PAGE (Business Card)</b>	Per \$150	Per \$143 Total\$429	Per \$134 Total\$804

BLACK & WHITE RATES/ COMMITMENTS	1—TIME	3—TIMES	6—TIMES
<b>FULL PAGE</b>	Per \$550	Per \$523 Total\$1569	Per \$495 Total\$2970
<b>1/2 PAGE</b>	Per \$430	Per \$409 Total\$1227	Per \$387 Total\$2322
<b>1/4 PAGE</b>	Per \$345	Per \$328 Total\$984	Per \$310 Total\$1860
<b>1/8 PAGE (Business Card)</b>	Per \$115	Per \$109 Total\$327	Per \$104 Total\$624

**Classifieds** per issue: \$1.15 per word, minimum charge \$25.

**Business Directory:** \$25 per issue, Six issues for \$125

All ad copy needs to be submitted in jpg format. Billing information should be supplied with any ad submission. Multiple issue commitments require total payment for all issues requested at time of order. All payment checks need to be made out to "The Dead Beat" or "H.L. Pugh and Associates Consulting."

**ADVERTISING DISCLAIMER:** Please note the H.L. Pugh & Associates reserves the right to refuse any and all advertising for any reason. Advertiser indemnifies H. L. Pugh & Associates Consulting against losses or liabilities arising from this advertising. H. L. Pugh & Associates Consulting assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of invoice. A charge of \$30 will be levied for returned checks. H. L. Pugh Associates & Consulting, P.O. Box 145, 400 Chestnut St., Golden City, MO 64748: (417) 537-4412; fax (417) 537-4797; www.thedead-beat.com, advertising@thedead-beat.com.



*The Dead Beat Circulation Area includes nearly 4,000 funeral homes and subscribers!*

*The Dead Beat's Website links to advertiser's websites and, of course, anyone who utilizes the worldwide network!!!!*

*Call today for the Next Ad Copy Deadline.*

*Put your advertisement in the "One that they are reading!"*

**800-575-2611**

Or

E-mail:

**Advertising@thedead-beat.com**

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