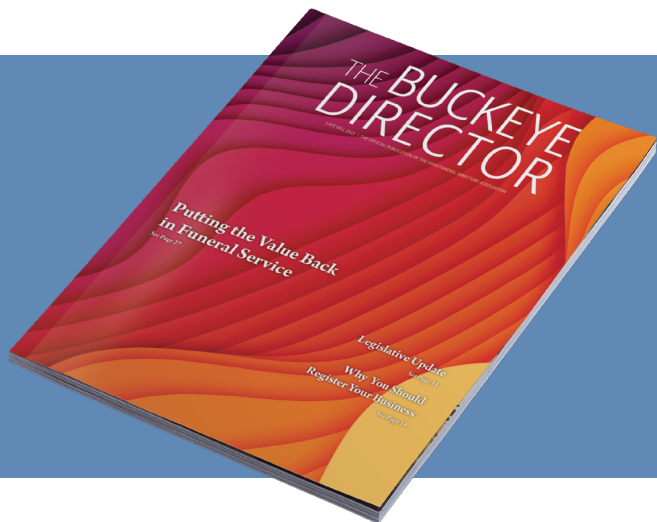




# THE BUCKEYE DIRECTOR

The Official Publication of The Ohio Funeral Directors Association



## WHO ARE WE?

One of the **largest state associations for funeral directors** in the nation, the Ohio Funeral Directors Association (OFDA) provides **education and training, professional networking, and a voice** in the legislature for its members. *The Buckeye Director* is a critical component of the OFDA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## WHY OFDA?

- OFDA's members are located in **all 88 Ohio counties**.
- **900 Ohio funeral homes** are part of the OFDA family.
- **80% of the funeral home industry in Ohio** is represented by OFDA.

## NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium Positions*	\$1,805	\$1,300
Full Page	\$1,490	\$1,020
1/2 Page	\$895	\$630
1/3 Block	\$745	\$525
1/4 Page	\$595	\$425
1/6 Page	\$445	\$320
1/9 Page	\$370	\$235
Digital Edition Advertising	1x	4x
Tile + interstitial digital package	\$1,035	N/A
Tile + landing page digital package	\$1,035	N/A
Tile + interstitial print package**	\$865	N/A
Tile + landing page print package**	\$865	N/A
Tile a la carte	\$575	N/A

[CLICK HERE FOR AD EXAMPLES](#)

*Members receive a 10% Discount.*

*All rates are for full-color advertisements.*

*\*Premium Positions include: inside front cover, inside back cover, page 3 and back cover.*

*\*\*Discounted digital+print package available with 1/2-page ads or larger.*

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!



## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 16 Issue 1	1/15/2024	March 2024
Volume 16 Issue 2	4/29/2024	June 2024
Volume 16 Issue 3	7/15/2024	September 2024
Volume 16 Issue 4	10/7/2024	December 2024

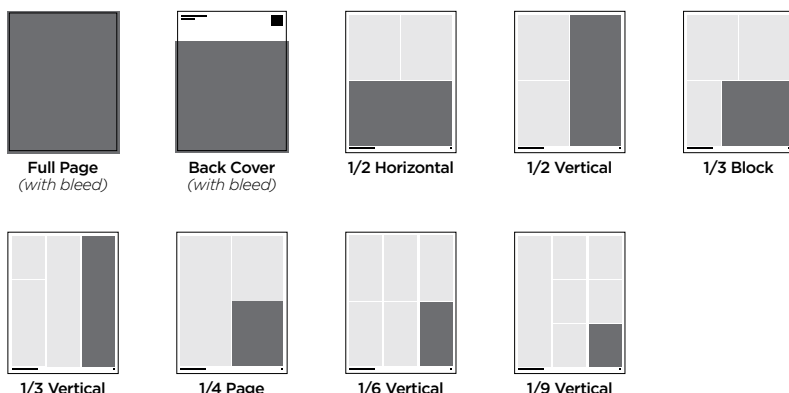
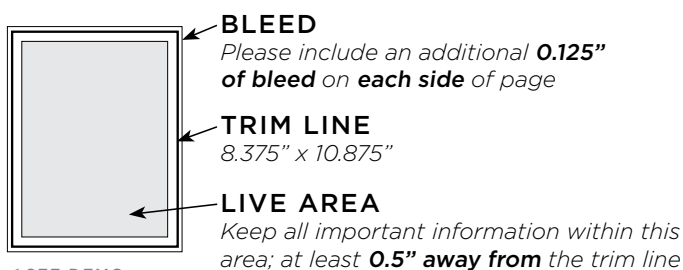
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/6 Vertical	2.5" x 4.937"
1/9 Vertical	2.5" x 3.25"

Digital Ad Size	Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels

\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:** 72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.



To advertise, please contact your sales representative or:  
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www.innovativepublishing.com