

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 8/31/2018

FOUR COLOR RATES/ COMMITMENTS	1—TIME	3—TIMES	6—TIMES
	FULL PAGE (7.2" x 9.25")	Per \$770	Per \$730 Total\$2190
1/2 PAGE (7.2" x 6.25")	Per \$550	Per \$525 Total\$1575	Per \$495 Total\$2970
1/4 PAGE (3.75" x 4.625")	Per \$395	Per \$375 Total\$1125	Per \$355 Total\$2130
1/8 PAGE (Business Card) (3.75" x 2.3")	Per \$165	Per \$157 Total\$471	Per \$148 Total\$888

BLACK & WHITE RATES/ COMMITMENTS	1—TIME	3—TIMES	6—TIMES
	FULL PAGE (7.2" x 9.25")	Per \$590	Per \$560 Total\$1680
1/2 PAGE (7.2" x 6.25")	Per \$470	Per \$445 Total\$1335	Per \$425 Total\$2550
1/4 PAGE (3.75" x 4.625")	Per \$355	Per \$340 Total\$1020	Per \$320 Total\$1920
1/8 PAGE (Business Card) (3.75" x 2.3")	Per \$125	Per \$120 Total\$360	Per \$115 Total\$690

Classifieds per issue: \$1.20 per word, minimum charge \$25.

Business Directory: \$35 (2.0 x 2.0") per issue, Six issues for \$175
\$40 (2.5 x 2.5") per issue, Six issues for \$200

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."

ADVERTISING DISCLAIMER: Please note the The Dead Beat reserves the right to refuse any and all advertising for any reason. Advertiser indemnifies The Dead Beat against losses or liabilities arising from this advertising. The Dead Beat 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 mismissions have occurred. Payment is due upon receipt of invoice. A charge of \$40 will be levied for returned checks. The Dead Beat, P.O. Box 145, 400 Chestnut St., Golden City, MO 64748; (417) 537-4412; www.thedeat-beat.com, advertising@thedeat-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"
417-537-4412 or
417-848-5609 (cell)**

Or

E-mail:

Advertising@thedeat-beat.com

*The Dead Beat** PO Box 145**Golden City, MO 64748** Phone—417-537-4412 or 417-848-5609 (cell)
E-mail: advertising@thedeat-beat.com Website: www.thedeat-beat.com*