

“This is the one they are reading”

The Dead Beat

NEW AD RATE SHEET

Effective 07/01/2008



**The Dead Beat Circulation Area
Including nearly 4,000
funeral homes
& The Dead Beat's
Website links to
advertisers' websites**



**Classifieds per issue: \$1.00 per word,
with minimum charge of \$20.00.**

All advertising is payable in advance.

Business Directory Ad—\$20.00/issue

Advertising Rates

<u>Size of Ad</u>	<u>Cost Per Issue</u> (Black/White)	(Bi-Monthly) (Color)
Page (Actual Size 9.3" x 7.5")	\$475	\$600
1/2 Page (Actual Size 7.5" x 4.5")	\$375	\$440
1/4 Page (Actual Size 4.5" x 3.75")	\$300	\$360

After 1st Ad Placement at full price.
Additional ads discounted 10% per issue if paid by due date(15 Days).
Call for pricing of other ad sizes.

Business Card Ad Special

Put your ad in this size space
for only \$99.00/ with 3 issue commitment
Individual Issue- \$119.00
(Add \$35/issue for color.)

1-800-575-2611

Or

E-mail:

Advertising@thedead-beat.com

Our format is black on flat finish white stock on all pages except 1,2, 31 and 32 which will be color on flat finish and original photographs or e-mailing jpg images are appreciated.

Call for next ad copy deadline

H. L. Pugh & Associates Consulting
P.O. Box 145 Golden City, MO 64748- 0145
PHONE: (800) 575-2611 FAX: (417) 537-4797
E-MAIL: Advertising@thedead-beat.com
WEBSITE: www.thedead-beat.com

GENERAL POLICIES

- The Dead Beat publication maintains the right to reject or cancel any advertisement, and assumes no liability for any costs or damages if for any reason it fails to publish an advertisement. Advertisers and their agencies assume total responsibility for representations and claims made in their advertisements.
- Any copy that simulates editorial layout and appearance may be identified as “advertisement” at the discretion of the publisher. All advertisements must be clearly identified by a trademark or signature of the advertiser or word “advertisement” will appear at the top or bottom of ad.
- After advertising commitment is established and first payment is made by ad copy date, invoices will be generated prior to publication and written notice is required to cancel advertisement invoiced. Otherwise payment is expected no later than 30 days from invoicing. After first advertisement at full price, future issues will be discounted 10% if paid within 15 days of advertisement invoicing. Cancellations must be made in writing 15 days prior to ad copy deadline. Cancellations are not permitted after this time.
- If submitted material is not correctly sized, it will be altered to fit at the publisher’s discretion.
- Twelve months comprise the advertising year with bi-monthly issues. When new rates are instituted, contracted advertisers will be protected at their contracted rates for sixty (60) days from issuance of such changes. Thereafter, new rates will prevail.
- Advertisements can be sent by hard copy or e-mailed to advertising@thedead-beat.com. Pictures or full advertisements with pictures need to be sent in jpg format.