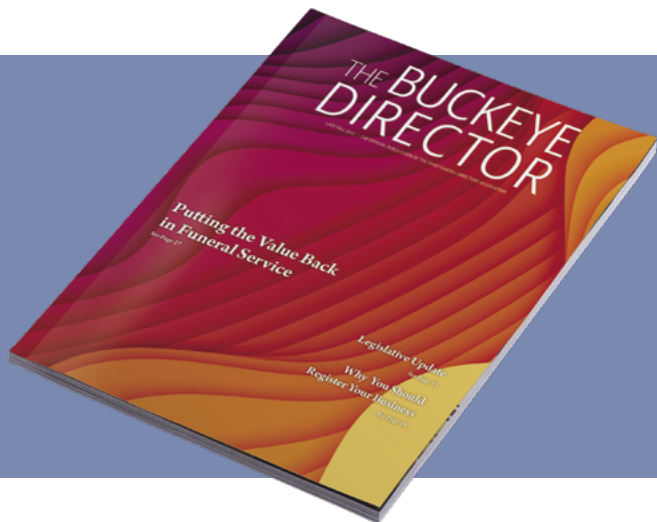




THE BUCKEYE DIRECTOR

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*	\$1,840	\$1,325
Full Page	\$1,520	\$1,040
1/2 Page	\$915	\$645
1/3 Page	\$760	\$535
1/4 Page	\$605	\$435
1/6 Page	\$455	\$325
1/9 Page	\$375	\$240
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 à 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

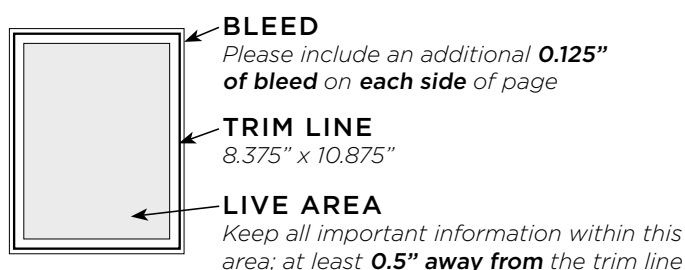
Issue Number	Artwork Due	Delivered to Members
Volume 17 Issue 1	1/13/2025	March 2025
Volume 17 Issue 2	4/28/2025	June 2025
Volume 17 Issue 3	7/14/2025	September 2025
Volume 17 Issue 4	10/6/2025	December 2025

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

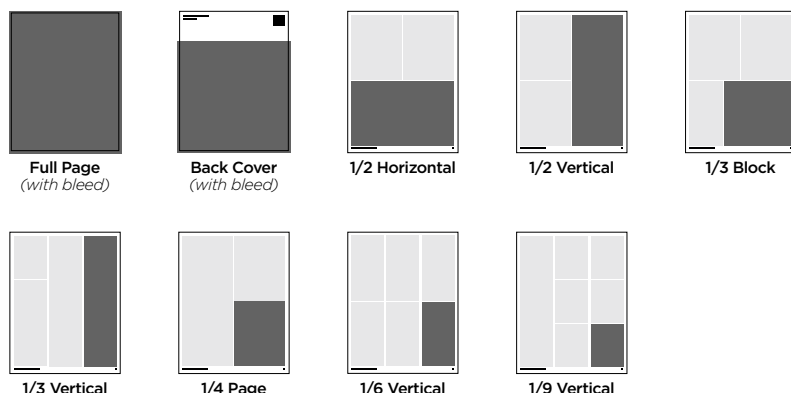
Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/6 Vertical	2.5" x 4.937"
1/9 Vertical	2.5" x 3.25"

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

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



[SEE DEMO](#)



To advertise, please contact your sales representative or:
844.423.7272 | advertise@innovativepublishing.com
www.innovativepublishing.com

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, 100 MB 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.