

# The Record

NEWS WORTH SHARING

Since 1895

## Obituary Notices Rate Card

Effective March 22, 2012

**Cathy Orozco, Obituary Clerk**  
**Patsy Prato, Telephone Sales Supervisor**  
**Deitra R Kenoly, Advertising Director**  
**Roger Coover, Publisher**

### Contact Information:

**The Record Obituary Department**  
**530 E. Market St., PO Box 900, Stockton, CA 95201**  
**Phone: (209) 546-8350 Fax: (209) 943-8560**  
**Email: [obits@recordnet.com](mailto:obits@recordnet.com)**

### Area Deaths Reported

(5 Lines Maximum at No Cost)

Includes name of Deceased, Date of Birth/Date of Death,  
City of Residency and Funeral Home with Phone Number

No cash discount. Cash with order unless credit is established. American Express, Visa, Mastercard & Discover accepted.

1 Publication.....\*\$5.48 per line

2<sup>nd</sup> publication pickup run within 7 days (includes 1<sup>st</sup> run).....\$2.74 per line per day (1<sup>st</sup> run \$5.48 per line, 2<sup>nd</sup> 3<sup>rd</sup> or 4<sup>th</sup> pickups or more within 7 days at \$2.74 per line per day representing a 50% discount from 1 time rate).

**\*All Paid notices appear on-line for an additional \$40 flat fee for 14 consecutive days (includes on-line Guestbook)**

### Deadlines:

#### Publication Date

#### Deadline

**Tuesday – Saturday..... 1:00 pm previous day**

**Sunday – Monday & Holidays ..... 3:00 pm Friday**

## Information Sheet

Will a photo be provided for publication?

Deceased Name

City of Residence

Age

Date/Place of Birth

Date/Place of Death

Cause of Death/Length of Illness

Length & Place of Last Residency

Marital Status

Occupation, including employer & years in occupation

Military affiliation (branch & service)

Memberships (clubs, churches, unions, volunteer work)

Survivors' name & places of residency

- Wife/Husband/Companion
- Children
- Grandchildren
- Great-grandchildren
- Parents

• Grandparents

• Great-grandparents

• Siblings

• Nieces/Nephews

• Special Relationships

• Other

Services (include addresses for all service locations, including cemeteries, churches & mortuaries)

Type of Services (Graveside, Memorial, Funeral)

Rosary, Vigil, Wake, Mass

Visitation

Place of Burial/Committal/Internment

Mortuary (if out of area please include a phone number with area code)

Memorials (including postal address with zip code)

Contact names/phone numbers for

verification/confirmation/additional information if needed

**THE RECORD OBITUARY GUIDELINES**

*In an effort to include all of the information desired in a family member's obituary notice, we offer the following guidelines for notices published in The Record. The Record may edit all obituary notices for style and policy. For additional guidance or information, contact our Obituary Department at (209) 546-8350.*

**PLACEMENT:** Death Notices may be placed by any licensed funeral home on behalf of the family of the deceased, or families of the deceased (with verification from the funeral home handling arrangements). All placements must be done in person, by fax or through e-mail using the contact information at the close of this policy statement. Families may choose to run as many times as desired before, the day of, and after the service (see cost of placement). ***On-line publication is mandatory with each paid obituary.***

**OBITUARY GUIDELINES:**

**Headline:** The decedent's name will appear in body, centered line at the top of the obituary and may include titles, first, middle and last names.

**Dateline:** A dateline is the city in which the decedent lived at the time of death.

**Announcement:** The notice should consist of the primary details of the decedent, including full name (if nickname is desired, it may be included here), age, address, date of death, and cause of death if desired.

**Biography:** Pertinent biographical information of the decedent, including parentage if pre-deceased, education, occupation, religious affiliation, military service and other associations such as clubs, special interest groups or professional memberships, and any activities such as hobbies or social activities.

**Survivors:** Listing of survivors will begin with a surviving spouse followed by children & in-laws, parents, siblings, grandchildren, great-grandchildren, nieces, nephews, aunts, uncles, companions and friends. Make sure to specify each listing as wife, husband, daughter, son, etc. Cities of residents should be included if from outside the central area if desired by the family.

**Services:** Information on services should include location, time, day and date. Burial arrangements should follow in the same paragraph or, if private, should be noted as such.

**Visitation:** Visitation information should appear with time, locations or address if at home.

**Memorials:** Information to request memorial donations to a charitable cause or other fund such as a foundation or trust in lieu of flowers. If no special memorials are desired, the sentence "Flowers will be accepted" may be used.

**Funeral Home:** The final section will include the name of the funeral home. Additional information may be included if desired by the family and if appropriate special poem, scripture or other remembrance that was meaningful to the decedent or family members. A booklet of In Memoriam verses is available at The Record.

**PHOTOS AND/OR EMBLEMS:** A photo of the decedent may be included and will be charged at the regular line rate. Emblems included in the policies of this newspaper may also be included, but are at the discretion of the newspaper. Such emblems may include a flag for veterans, a fraternal organization emblem, a cross, Star of David or other religious symbol such as a dove, angel or fish, professional insignia for law enforcement or fire battalions, caduceus for medical professionals, or other emblems with prior approval from the funeral home director and newspaper management.

**CHARGES:** Obituaries are charged at a line rate. A one-day publication is at the rate of \$5.48 per line. The rate for additional consecutive publications is \$4.38 per line. Obituaries can be placed by individuals with verification from the funeral home handling the arrangements and payment in advance. When possible, a funeral home may contact the Obituary department to get preapproval of the total amount of the charges incurred. However, no editing will be done after deadline for the next publication date's edition and all charges will be incurred unless notification is given to the Obituary department prior to publish deadline. Funeral homes may include their logos or insignia at the regular per line charge. ***On-line publication is an additional \$40 flat fee. One complimentary hardcopy the obituary is available. Keepsake copies available at ½ off the regular price of the newspaper. Laminations of your notice are \$5 each.***

**DEADLINES & OFFICE HOURS:** Hours for submitting any obituary notice will be from **8:30 am until 1:00 pm Monday through Friday for next day publication**, and Friday at 3 p.m. for Sunday/Monday & Holiday publications. Deadlines will be strictly followed with **NO EXCEPTIONS.**

**REPORTED AREA DEATH BOX:** Each day the Obituary page will include an index. This will include name of Deceased, Date of Birth/Date of Death, City of Residency and Funeral Home with Phone Number the deceased including name and city of residence. Maximum 5 lines. This will be run at no charge to the family or funeral home.

**SPECIAL CIRCUMSTANCES:** In special circumstances requiring any deviation from this written policy, funeral home management must contact The Record prior to submission or in time to handle the special request. If the decedent is a public figure or of some notability in the community, funeral homes may notify the newsroom of The Record for special coverage.

**CONTACT INFORMATION:** The primary number for contacting the Obituary desk in (209) 546-8350. Obituaries must be presented in writing either by personal delivery or via fax at (209) 943-8560 or via email to [obits@recordnet.com](mailto:obits@recordnet.com). Photos and art may be submitted in j-peg electronic photo format. For billing issues or other problems, call (209) 546-8213 for a manager. Contact with the newsroom in special circumstances noted above may be made by calling (209) 943-6397.