



NFDA

NATIONAL  
FUNERAL  
DIRECTORS  
ASSOCIATION

# 2026 MEDIA KIT

PRINT • DIGITAL • RETARGETING

#NFDA2026

International Convention & Expo

Your connection to 20,000+  
funeral service professionals

[Suppliers.NFDA.org](http://Suppliers.NFDA.org)  
262-789-1880

# MEET THE TEAM

## NFDA BUSINESS DEVELOPMENT

Let NFDA's Business Development team help you implement strategies to achieve your business goals. Through our partnership, we can help you expand your reach, increase your revenue and achieve long-term success.



### ANTHONY KANIUK

Director Industry Relations  
AKaniuk@NFDA.org  
262-814-1550



### LORRI WAGNER

Director of Business Development  
LWagner@NFDA.org  
262-814-1546



### LAUREN KARLIK

Business Development Project Manager  
LKarlik@NFDA.org  
262-814-1535

## TABLE OF CONTENTS

**Meet the Team**.....Page 2

**Meet Our Members** .....Page 4

**The Director** ..... Page 5, 6

**Editorial Calendar** .....Page 7

**The Director Rates and Specs**....Page 8

**Specialty Advertising**.....Page 9

**Sponsorship Opportunities** Page 10,11

**Special Publications** ..... Page 12

### Digital Ads:

**NEW: Facebook Ads**..... Page 14

**Website** ..... Page 15

**NFDA Bulletin** ..... Page 16

**Webinars and Podcast** ..... Page 17

**Retargeting**..... Page 18

**Bundle & Save**..... Page 19



We know  
**20,000**  
funeral service  
professionals  
who would love to learn more  
about your business.

# MEET OUR MEMBERS

**77%**  
ARE DECISION  
MAKERS

NFDA is the world's leading funeral service association, serving more than 20,000 individual members that represent more than 11,000 funeral homes in the United States and internationally. Our members are the decision makers you want to connect with!



## NFDA members own or offer:

	Preneed	99%
	Rental/ceremonial caskets for cremation with viewing	91%
	Crematory	84%
	Headstones, markers, monuments	80%
	Aftercare	71%
	Insurance company	68%
	Cemetery	67%
	Celebrant	65%
	Flower shop	65%
	Virtual funerals	63%
	Green funeral services/burials	53%
	Community/event center	45%
	Catering	40%
	Pet services	33%
	Therapy dog	17%
	Alternative methods of disposition (i.e., alkaline hydrolysis or natural organic reduction)	12%

Based on most recent NFDA General Price List Study

# THE DIRECTOR

OFFICIAL PUBLICATION OF NFDA

More than 13,000 funeral professionals around the world count on their monthly issue of *The Director* to keep up on the latest trends and important information they need to be successful in today's funeral service profession.



"*The Director* has been an excellent platform to showcase Inman Shipping and the Travel Plan by Inman within the death care industry. It has allowed us to highlight our services, share our mission and reach funeral professionals who value reliable, compassionate solutions for the families they serve."

**David McComb,**  
President and CEO,  
Inman Shipping  
Worldwide and the  
Travel Plan by Inman



"Advertising in *The Director*, which we've done for decades, keeps us visually represented in the deathcare industry. It's a key part of our ad strategy."

**Wes Johnson,**  
President/CEO,  
Continental Computers



# THE DIRECTOR

OFFICIAL PUBLICATION OF NFDA

"I did learn about 'The Stepper' from Mortuary Lift Company by seeing the ad in *The Director*. It's become a benefit to our funeral home. New merchandise offerings...help with my job."

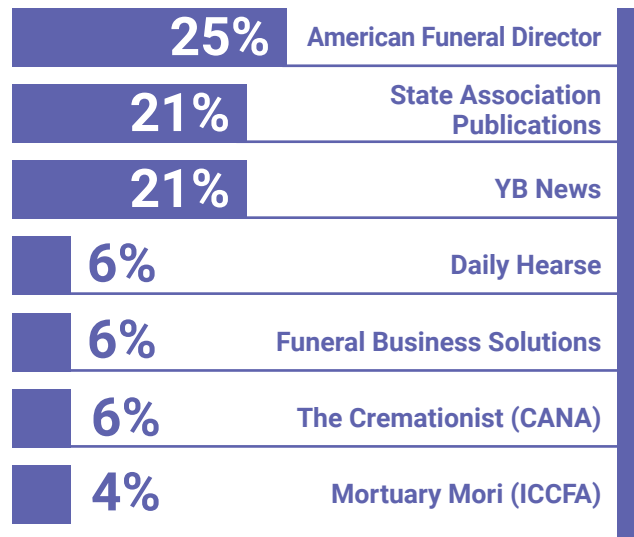
## Reader of *The Director*



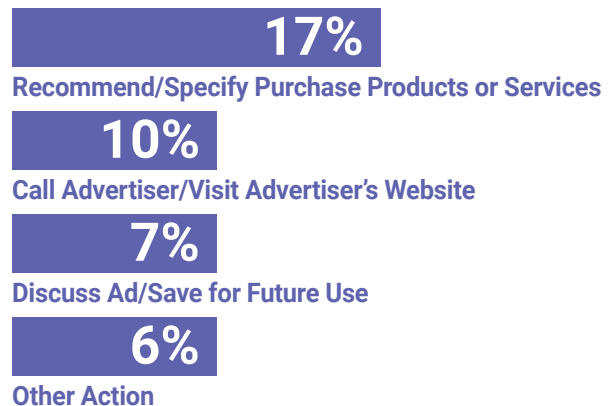
**8**  
out of  
**10**  
readers are involved in purchase decisions.



**65%** of readers regularly read *The Director*



**34%** of readers took action



\*Conducted by Signet Research, a leading provider of independent studies of publications, in April 2025.

# 2026 EDITORIAL CALENDAR

## WORKING TOGETHER

### JANUARY

#### The New Era of Personalization

- Do you know what personalization means to your families?

Space Reservation 11/5/25  
Ad Material Due 11/12/25  
Editorial Material Due 11/15/25

### FEBRUARY

#### Stemming the Tide of the No-bits

- Why are fewer families writing obituaries for loved ones?

Space Reservation 12/5/25  
Ad Material Due 12/12/25  
Editorial Material Due 12/15/25

### MARCH

#### Working Together

- The importance of interdisciplinary collaboration

Space Reservation 1/5/26  
Ad Material Due 1/12/26  
Editorial Material Due 1/15/26

### APRIL

#### The Next Generation

- Creating Realistic Expectations

Space Reservation 2/5/26  
Ad Material Due 2/12/26  
Editorial Material Due 2/15/26

### MAY

#### The Best Thing I Am Doing Now

- Directors' Great Ideas

Space Reservation 3/5/26  
Ad Material Due 3/12/26  
Editorial Material Due 3/15/26

### JUNE

#### The Cremation Problem

- How can we make it more meaningful?

Space Reservation 4/5/26  
Ad Material Due 4/12/26  
Editorial Material Due 4/15/26

### JULY

#### The White Glove Issue

- Why hospitality and service standards matter

Space Reservation 5/5/26  
Ad Material Due 5/12/26  
Editorial Material Due 5/15/26

### AUGUST

#### The Consumer's Voice

- What the numbers are saying...

#### Plus: 2027 NFDA Expo Preview

Space Reservation 6/5/26  
Ad Material Due 6/12/26  
Editorial Material Due 6/15/26

### SEPTEMBER

#### How Visible Are We?

- When was the last time you evaluated your marketing plan

#### Plus: Sept. 11 Retrospective 2027 NFDA Convention Seminars And Workshops

Space Reservation 7/5/26  
Ad Material Due 7/12/26  
Editorial Material Due 7/15/26

### OCTOBER

#### NFDA International Convention & Expo Issue

#### Plus: The Idea Bank

- There Are No Bad Ideas in Brainstorming, Right?

Space Reservation 8/5/26  
Ad Material Due 8/12/26  
Editorial Material Due 8/15/26

### NOVEMBER

#### Your Strategic Plan for 2027

- Moving From Creative Ideas to An Action Plan

Space Reservation 9/5/26  
Ad Material Due 9/12/26  
Editorial Material Due 9/15/26

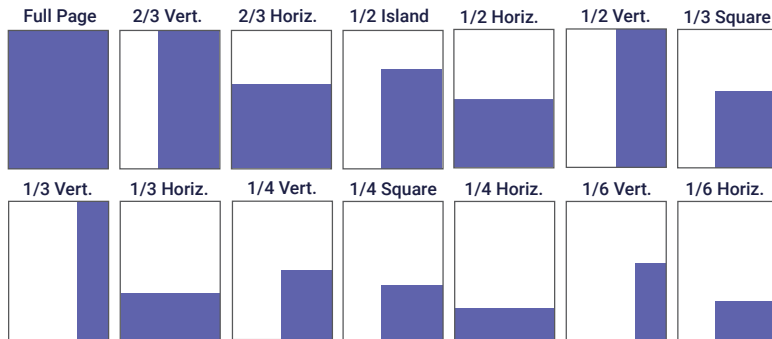
### DECEMBER

#### NFDA Convention Recap

Space Reservation 10/5/26  
Ad Material Due 10/12/26  
Editorial Material Due 10/15/26

# RATES AND SPECS

## Ad Placement



## 2025 Ad Rates

Cover Rates (includes 4-color process)

	1X	3X	6X	12X
Cover 2	3,220	3,065	2,920	2,780
Cover 3	3,100	2,950	2,810	2,675
Cover 4	3,600	3,425	3,260	3,100

4-Color Rates (includes black-and-white space rates)

	1X	3X	6X	12X
1 page	2,650	2,580	2,500	2,430
2/3 page	1,958	1,900	1,862	1,790
1/2 page	1,470	1,422	1,380	1,338
1/3 page	992	960	929	903
1/4 page	815	787	766	745
1/6 page	588	572	550	535

Black-and-White Rates

	1X	3X	6X	12X
1 page	1,606	1,533	1,460	1,386
2/3 page	1,260	1,202	1,144	1,092
1/2 page	945	897	858	814
1/3 page	645	614	582	556
1/4 page	551	525	504	483
1/6 page	420	404	383	367

## Full-page Ad Dimensions

**Live area:** 7-1/4" x 9-7/8"

Keep all copy and live matter a minimum of 1/2" from the gutter and final trim

**Trim size:** 8-1/4" x 10-7/8"

**Bleed size:** 8-1/2" x 11-1/8"

Allow 1/8" bleed on the head, foot and face

Press-quality, high-resolution PDF required with all fonts embedded, layers flattened, minimum 300 dpi. [Send to LKarlik@NFDA.org](mailto:LKarlik@NFDA.org)

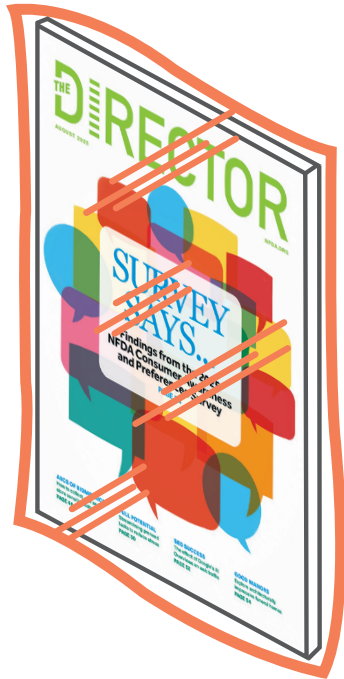
## Ad Dimensions

(For bleed information, please see Advertising Specifications on reverse of Insertion Order.)

### Width x Height

1 page	7-1/4" x 9-7/8"
2/3 V	4-3/4" x 9-7/8"
2/3 H	7-1/4" x 6"
1/2 Isl.	4-3/4" x 7-1/4"
1/2 V	3-1/2" x 9-7/8"
1/2 H	7-1/4" x 4-7/8"
1/3 Sq.	4-3/4" x 4-7/8"
1/3 V	2-1/4" x 9-7/8"
1/3 H	7-1/4" x 3-1/4"
1/4 Sq.	4-3/4" x 3-3/4"
1/4 V	3-1/2" x 4-7/8"
1/4 H	7-1/4" x 2-1/4"
1/6 V	2-1/4" x 4-7/8"
1/6 H	4-3/4" x 2-1/2"

# SPECIALTY ADVERTISING



## \$4,200 Polybag Exclusive

Grab the attention of our readers with an exclusive polybag insert. This opportunity is sure to achieve high-impact results!

## \$2,750 Polybag Ride-along

Enjoy discounted rates when you include your marketing piece with others packaged in a clear plastic polybag.



Garfield Refining's NFDA polybag insert was a fantastic investment. It gave us the opportunity to build brand recognition ahead of the convention, while driving real traffic to Garfield's booth. The insert highlighted our giveaways and incentives, and with dedicated tracking links, we saw a noticeable increase in inbound leads and lead capture.

"It been an effective, measurable way to connect with attendees before we even stepped on the exhibit floor the past two years."

**Taylor Johnson, Garfield Refining, Director of Sales**

## Other options include:



**\$9,500**

French Gate



**\$5,500**

Cover Dot Whack



**\$2,800**

Advertorial

Highly visible specialty options make a big impact and can be more affordable than you think! Consider these unique and interesting ways to include your message with an upcoming issue of *The Director*.

**CALL US FOR MORE INFORMATION AND PRICING.**

# SPONSORSHIP OPPORTUNITIES

## NFDA EDUCATION AND PROFESSIONAL DEVELOPMENT



### ARRANGER TRAINING

#### Exclusively available from NFDA!

Attended by nearly 700 individuals in 2025, sponsoring this interactive training certification positions your company as a supporter of professional development.

#### Sponsor benefits include:

- A representative from your company can attend each 2026 training event.
- Embedded video content in curriculum.
- Each training session starts with a sponsor welcome video.
- Logo placement on all materials, website, emails, and social media. (Approximately 80 social media posts throughout the year).
- Press release announcing exclusive sponsorship.

**One-year sponsorship: \$12,500**



### CREMATION CERTIFICATION PROGRAM

Partnering with NFDA's Cremation Certification Program means your brand becomes an integral part of the learning journey and will build meaningful connections and gain visibility among cremation professionals nationwide.

#### Sponsor benefits include:

- A representative from your company can attend each 2026 training event.
- Embedded logo/photos in curriculum.
- Each training session starts with a sponsor welcome video.
- Discounted registration for your clients to attend.
- Multi-channel brand exposure.

**One-year sponsorship: \$25,000**



### NATIONAL EMERGING LEADERS PROGRAM

Sponsoring NFDA's National Emerging Leaders Program (NELP) is your opportunity to connect with the next generation of funeral service professionals while gaining high-impact brand visibility. From logo placement on graduation materials to participation in key events like the welcome reception and pinning ceremony, your company will be front and center throughout the leadership journey. With NFDA's extensive outreach network and multi-channel marketing, your brand will reach thousands across the profession—making a lasting impression on future industry leaders."

**Sponsorship: \$25,000**



"Every year, I get to watch something pretty incredible happen in NELP. People from all over the country come together from different roles, different experiences and somewhere along the way, it stops being a "program" and starts feeling like a community. You see them find their voice, their confidence and their purpose in a whole new way.

When you sponsor NELP, you're not just supporting education, you're helping people grow into the kind of leaders this profession needs. Leaders who lead with both strength and heart in service to their clients, company and teams."

**Ruth Graczowski**

# SPONSORSHIP OPPORTUNITIES

## NFDA EDUCATION AND PROFESSIONAL DEVELOPMENT



### WEBINARS

#### One of the fastest growing professional development offerings at NFDA!

Members enjoy FREE access to monthly webinars exploring timely issues with guest experts. Topics for 2026 will include direct dispositions, prep room basics and top legal issues for funeral services. In 2025, average attendance per webinar was 330 with some attended by 550+.

#### Sponsor benefits include:

- Representative can lead a Q&A.
- Branding on all promotional material and website.
- Introduce the speaker and content.
- Access to the attendee list.

**Single Webinar: \$1,500 each**

**Package of 3 Webinars: \$3,500**

**Package of 6 Webinars: \$6,500**

**Full-year sponsorship: \$10,000**



### ONLINE COURSES

On-demand courses meet our members' continuing education requirements. Busy funeral directors need flexibility, and our growing suite of online courses covers a broad range of topics. Accessed nearly 500 times in 2025.

#### Sponsor benefits include:

- Welcome video with a short introduction to your business.
- Banner logo on the Learning Hub online platform.
- Logo placement on all print, web, and marketing materials.

**One-year Sponsorship: \$5,000**

## ADDITIONAL SPONSORSHIP OPPORTUNITIES



### NFDA INSPIRATION AWARD

This award recognizes an exceptional female who has made noteworthy professional contributions to funeral service or a related field. Awarded annually at the NFDA Professional Women's Conference.

#### Sponsorship benefits include:

- Branding on all promotional material and website.
- Multi-channel brand exposure.
- Introduce and announce the recipient at the Professional Women's Conference.
- Press Release

**One-year Sponsorship: \$25,000**



### NFDA INNOVATION AWARD

This award recognizes a new product or service that excels in originality and uniqueness, quality and design, practicality and sustainability.

#### Sponsorship benefits include:

- Branding on all promotional material and website.
- Multi-channel brand exposure.
- Introduce and announce the winner at the International Convention & Expo.
- Press Release

**One-year Sponsorship: \$25,000**

# SPECIAL PUBLICATIONS

NFDA offers additional ways for you to get the word out about your company. Make the most of your investment with these special opportunities.



## NFDA Convention Planning Guide

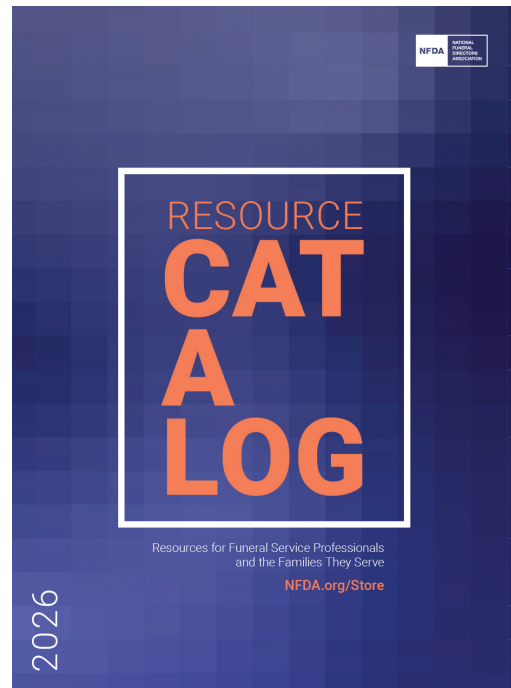
Polybagged with the June issue of *The Director*, and circulated with all NFDA new-member packets and at state conventions, this anticipated brochure dishes the first sneak-peek details about convention. Secure your ad space early – this will sell out due to limited space.

**Full page ads only**

**Ad materials due March 2, 2026.**

**Pricing:**

- \$2,000 Cover
- \$1,972 Inside full page



## NFDA Resource Catalog

Polybagged with the January issue of *The Director*, circulated with all NFDA new-member packets and at state conventions, this brochure highlights all NFDA resources and merchandise available on e-commerce.

**Full page ads only**

**Ad materials due November 20, 2025.**

**Pricing:**

- \$2,000 Cover
- \$1,972 Inside full page



# DIGITAL ADVERTISING

## NEW: FACEBOOK ADS

**NEW**  
Advertising Opportunity!

### Reach your audience through ads on NFDA's Facebook account.

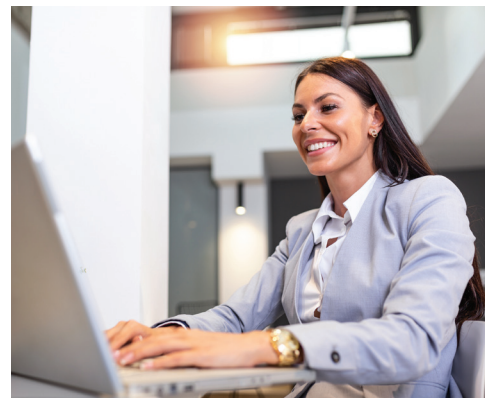
When they're looking for the latest funeral service information, 78.7% of funeral directors turn to Facebook, more than any other social platform including LinkedIn.\*

**What you get:** Four weeks of exclusive advertising access to NFDA's 30,000 followers

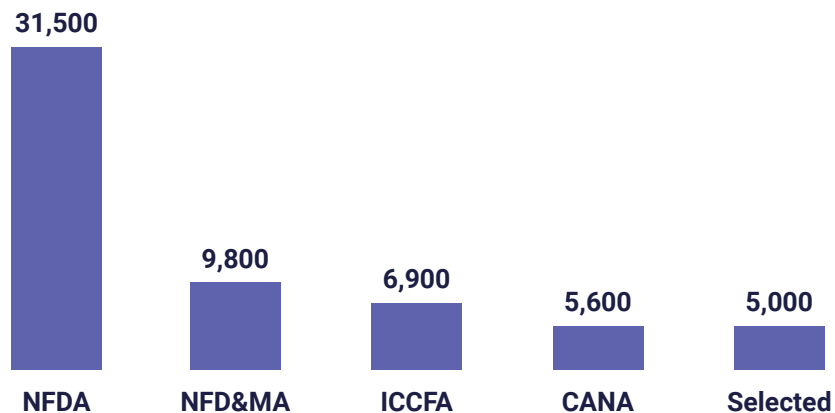
**You provide** (two weeks in advance of your ad start date):

- One 1080 x 1080 ad that clearly states "Sponsored Post"
- Copy to accompany the post
- A URL

**Investment:** Introductory price of \$250 per ad



### Facebook Audience Followers as of January 2025



\* According to NFDA's 2024 study of funeral directors' communications preferences.

# DIGITAL ADVERTISING

## WEBSITE HOMEPAGE AND ROTATING

### How popular is NFDA.org?

	Page Views	Visits	Unique Visitors
Monthly Average	119K	47K	40K
Annual Total	1.3M	571K	407K

As of November 1, 2025.

### Web ads boost your visibility

#### 2026 Homepage Rates

1 Month	\$850
3 Months	\$2,168
6 Months	\$4,080
12 Months	\$7,650

#### Web Ad Specs

- 275 pixels wide x 350 pixels high
- JPEG or PNG file type
- Max file size 50 KB

#### 2026 Rotating Ad Rates

Adds appear on 90% of webpages and over 300 tabs. They are set for a 10-second display rotation.

1 Month	\$600
3 Months	\$1,500
6 Months	\$2,650
12 Months	\$4,200

All ads need to be JPEG or PNG file type and a maximum file size of 50 KB

Website artwork is due one week prior to the ad's starting run date.

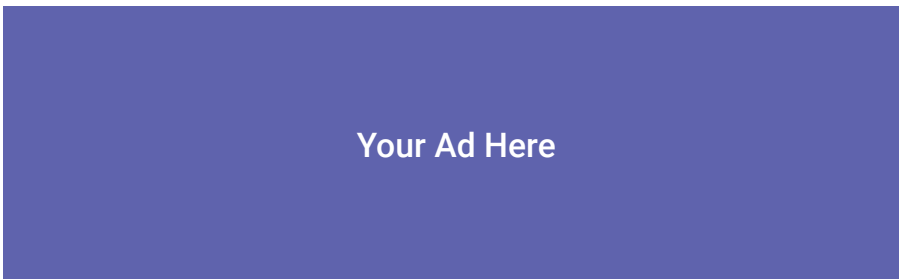
# DIGITAL ADVERTISING

## THE BULLETIN



January 1, 2026

*This issue of The Bulletin is sponsored by:*



Reap the rewards of advertising in *The Bulletin*! Extend your reach to NFDA members through this biweekly email digest delivered to 12,600 subscribers. *One exclusive sponsorship is available each month.*

**2026 Bulletin Ad Opportunity:**  
**\$650 per month for two ads**

### Email Ad Specs

- 650 pixels wide x 200 pixels high
- JPEG or PNG file type
- Max file size 90 KB

Email artwork is due one week prior to the ad's starting run date.

**New! Advertorial Opportunity:**  
**\$800 per issue**

Placement in any issue, with your article featured in the Bulletin

# DIGITAL ADVERTISING

## WEBINARS AND PODCASTS



### Sponsored Webinars

This is an excellent way to communicate your message and inform our members about your products or services. Your sponsored webinar is free to our members. We take care of the registration and promotion – you get the credit!

### 2026 Webinar Sponsorship Rates:

- 1 webinar:** \$3,500
- 3 webinars:** \$10,000



### A Brush With Death PODCAST

Sponsor an episode of the NFDA Podcast “A Brush With Death” and be confident your brand will be heard on average by over 1,000 listeners a month. As of November 2025 the podcast has had over 85,000 downloads.

### 2026 Podcast Rate:

- 1 Podcast:** \$750
- Add a 5-minute conversation with the podcast host for \$595.

# RETARGETING

## NFDA + FEATHR

We know NFDA is important to you and your business, so we want to share an opportunity for you to reach our online audience.

### Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to NFDA's website visitors and retarget them with your company's ads, anywhere they visit online.

Your ads will appear on multiple major websites and mobile apps, following NFDA members wherever they go.

### Quantifiable Results with



Receive detailed reports that allow you to see your campaign results in real time, including impressions, clicks and geographical locations of ads served.

**Ask us about our one-month special!**



### Ad Sizes and Specs

JPG or GIF static images only;  
no flash ads

#### All Sizes Include:

##### Leaderboard

728 pixels wide x  
90 pixels high

##### Wide Skyscraper

160 pixels wide x  
600 pixels high

##### Square Pop-Up

300 pixels wide x  
250 pixels high

### Choose Your Package:

#### First Impression

- \$4,800
- 70,000 Impressions
- 3 Months

#### Ultimate Impression

- \$8,500
- 150,000 Impressions
- 6 Months

# BUNDLE & SAVE:

## MAXIMIZE YOUR REACH, MINIMIZE YOUR SPEND

Digital • Print • Retargeting

We want you to get the most out of your advertising—so we've bundled our most powerful tools to help you save money while reaching your audience across multiple platforms. Whether you're looking to go Digital, Print or Retargeting, our bundles are designed to deliver results.

Go big and bold with maximum exposure and savings\*.



\*Ask us about upgrading to the website homepage ad for any bundle.