



Your connection to members of the **world's leading
and largest** funeral service organization



suppliers.nfda.org

2019
**Media
Kit**

Meet your marketing **mix masters!**

No two businesses are alike, so why should their marketing strategies be? Our dedicated business development team is available for consultation about your unique needs and can customize a comprehensive media plan that will help you achieve your business goals and objectives.

With a wide range of print and digital opportunities available, we're sure you'll discover a successful blend of media that brings you the best return on your investment.

Your Partners at NFDA



Anthony Kaniuk

Senior Business
Development Executive
akaniuk@nfda.org
262.814.1550

Since 2014, Anthony has worked with businesses near and far to develop the right packages of NFDA advertising and sponsorship offerings that help them best reach their target audience.

Prior to joining NFDA, Anthony worked for Kates-Boylston Publications as associate publisher of *American Funeral Director* and *American Cemetery & Cremation* magazines and *Funeral Service Insider* newsletter for 14 years. He is also past president of the International Memorialization Supply Association, where he played a pivotal role in securing a new executive director and assisted in the development of many new benefits for members.



Lorri Wagner

Account Executive
Business Development
lwagner@nfda.org
262.814.1546

When Lorri joined NFDA in 2014, she brought a wide range of experience that enables her to establish inclusive sales and marketing plans for NFDA's valued partners.

Lorri's multifaceted career includes employment in the travel industry, running a home business and working as a regional sales representative for Innovative Signs. Lorri also served as national retail manager for Penzeys Spices, where she helped launch new stores across the country.

Reach the top decision-makers in funeral service when you advertise with NFDA!

NFDA Members...

...are in charge!



11%

CEO,
President

3%

Vice
President

66%

Owner,
Principal
Partner



4%

Employee

16%

Manager

NFDA is the world's leading funeral service association, serving more than 20,000 individual members that represent more than 10,000 funeral homes in the United States and internationally. Our members are the decision-makers you want to connect with!

...also own or offer:



Crematory

100%



Rental/Ceremonial Caskets for
Cremation With Viewing

86%



Preneed Insurance

78%



Headstones, Markers, Monuments

75%



Aftercare

67%



Green Funeral Services/Burials

51%



Flower Shop

51%



Cemetery Without Cremation Services

41%



Cemetery With Cremation Services

35%



Estate/End-of-Life Planning Services

34%



Pet Care Services

27%

...have life experience!

Average Age

26-39

13%

55-64

31%

40-54

35%

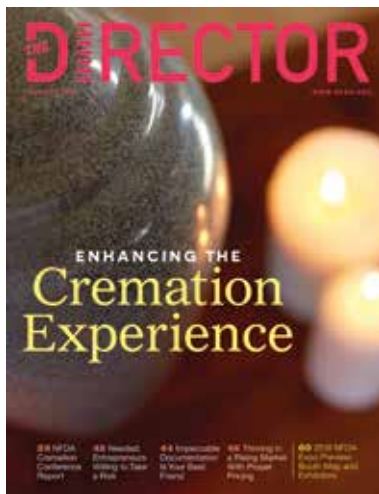
65+

20%

Based on most recent NFDA Member General Price List Study

THE DIRECTOR

Official Publication of NFDA



More than 15,000 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.

Our readers take action!

62%

Visited company's website to learn more

29%

Saved ad for future reference

44%

Contacted company about a product

21%

Shared with a colleague

38%

Purchased advertised product

Based on most recent NFDA Funeral Service Publication Study



"With the rate of change in our industry, it's great to have a trusted resource like *The Director* for the latest information on market trends, product innovations and success stories from fellow funeral professionals."

Troy Turner
Batesville Senior Vice
President of Sales and
Marketing

2019 Editorial Calendar



January

2020 Vision – What Is Your Plan?

Space Reservation: 11/5/18
Ad Materials Due: 11/12/18
Editorial Materials Due: 11/20/18

February

The Alternatives

Space Reservation: 12/5/18
Ad Materials Due: 12/12/18
Editorial Materials Due: 12/20/18

March

Marketing & The Community Plus: Embracing Technology

Space Reservation: 1/5/19
Ad Materials Due: 1/12/19
Editorial Materials Due: 1/20/19

April

Non-Religious Services

Space Reservation: 2/5/19
Ad Materials Due: 2/12/19
Editorial Materials Due: 2/20/19

May

Financial Literacy Plus: Keeping the Art in Preparation Arts

Space Reservation: 3/5/19
Ad Materials Due: 3/12/19
Editorial Materials Due: 3/20/19

June

Mortuary Science Education Plus: Your Social Media Footprint

Space Reservation: 4/5/19
Ad Materials Due: 4/12/19
Editorial Materials Due: 4/20/19

July

Advocacy — Legislation & Compliance

Space Reservation: 5/5/19
Ad Materials Due: 5/12/19
Editorial Materials Due: 5/20/19

August

Cremation A-Z Plus: NFDA Expo Preview

Space Reservation: 6/5/19
Ad Materials Due: 6/12/19
Editorial Materials Due: 6/20/19

September

The Consumer's Voice Sneak Peek: NFDA's Convention Workshop & Speaker Preview

Space Reservation: 7/5/19
Ad Materials Due: 7/12/19
Editorial Materials Due: 7/20/19

October

The NFDA Convention Issue Plus: The Idea Bank

Space Reservation: 8/5/19
Ad Materials Due: 8/12/19
Editorial Materials Due: 8/20/19

November

Developing Your Strategic Plan Plus: Prearranging and Preneed

Space Reservation: 9/5/19
Ad Materials Due: 9/12/19
Editorial Materials Due: 9/20/19

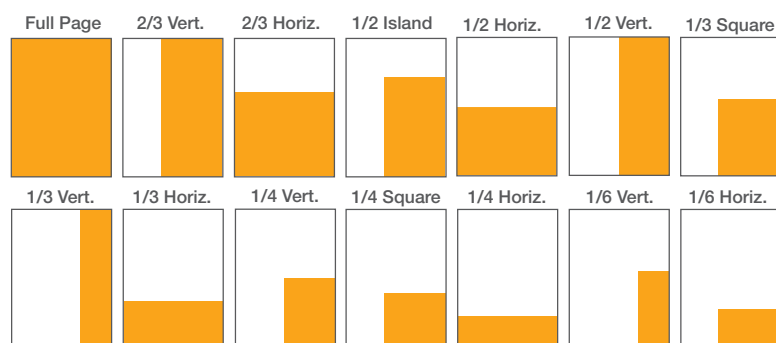
December

2019 NFDA International Convention & Expo Recap

Space Reservation: 10/5/19
Ad Materials Due: 10/12/19
Editorial Materials Due: 10/20/19

Ad Dimensions

Ad Placement



2019 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	24X
1 page	2,610	2,530	2,460	2,390	2,320
2/3 page	1,925	1,865	1,810	1,755	1,705
1/2 page	1,445	1,400	1,355	1,315	1,275
1/3 page	975	945	915	885	860
1/4 page	800	775	750	730	710
1/6 page	580	560	545	525	510

Black-and-White Rates

	1X	3X	6X	12X	24X
1 page	1,610	1,530	1,460	1,390	1,320
2/3 page	1,260	1,200	1,145	1,090	1,040
1/2 page	945	900	855	815	775
1/3 page	645	615	585	555	530
1/4 page	550	525	500	480	460
1/6 page	420	400	385	365	350

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** artwork@nfda.org

Ad Dimensions

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

Wide x High

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"

Required only for first-time advertisers:

Advertising Company (printed in Ad Index) _____ **Contact** _____

Address _____ **City** _____ **State** _____ **ZIP** _____

Phone _____ **Mobile** _____ **Fax** _____

Email _____ **Website** _____

Additional Ad Index Information: (check one) ☐ Phone ☐ Website **Product/Service Category** _____

Billing Agency/Company (if different) _____

Contact _____ **Email** _____

Address _____ **City** _____ **State** _____ **ZIP** _____

Phone _____ **Mobile** _____ **Fax** _____

Dates of Insertion (Please check desired months and indicate year)

☐ January _____ ☐ April _____ ☐ July _____ ☐ October _____

☐ February _____ ☐ May _____ ☐ August _____ ☐ November _____

☐ March _____ ☐ June _____ ☐ September _____ ☐ December _____

☐ NFDA Resource Catalog ☐ NFDA International Convention & Expo Registration Brochure

Color

☐ 4-color

☐ Black/White

Advertisement Size

☐ Full page 7-1/4" x 9-7/8"

☐ 2/3 vertical 4-3/4" x 9-7/8"

☐ 2/3 horizontal 7-1/4" x 6"

☐ 1/2 island 4-3/4" x 7-1/4"

☐ 1/2 horizontal 7-1/4" x 4-7/8"

☐ 1/2 vertical 3-1/2" x 9-7/8"

☐ 1/3 square 4-3/4" x 4-7/8"

☐ 1/3 vertical 2-1/4" x 9-7/8"

☐ 1/3 horizontal 7-1/4" x 3-1/4"

☐ 1/4 horizontal 7-1/4" x 2-1/4"

☐ 1/4 vertical 3-1/2" x 4-7/8"

☐ 1/4 square 4-3/4" x 3-3/4"

☐ 1/6 vertical 2-1/4" x 4-7/8"

☐ 1/6 horizontal 4-3/4" x 2-1/2"

Special instructions _____

Rate Per Insertion (see Editorial Calendar/Ad Rates and Dimensions) \$ _____

Payment Options A prepayment is required for the first two insertions from all first-time display advertisers and should be included with the insertion order by the space reservation deadline of each issue. An approved credit application is required for invoicing future ads.

☐ Check (enclosed) ☐ Check (by space closing) ☐ Invoice advertiser ☐ Invoice ad agency

☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

Account number _____ **Expiration date** _____

Name on card _____ **Authorized signature** _____

Cancellations must be received in writing on or before the space reservation deadline.

No cancellations or alterations of space will be accepted after the space deadline.

Fax signed insertion order: 262.789.6977 OR Email: advertising@nfda.org

Questions? Contact Anthony Kaniuk at akaniuk@nfda.org or 262.814.1550 or Lorri Wagner at lwagner@nfda.org or 262.814.1546.

The Director Advertising Specifications

Special Position

Positions specified by advertiser or agency cannot be guaranteed, but when available, earned rate plus 10 percent.

Closing Dates for Space Reservation

The 5th day of the second month preceding month of publication. Example: Space reservation deadline for the March issue is January 5. If the 5th falls on a weekend, the next business day becomes the materials deadline. No cancellations or alterations of space will be accepted after space closing deadline.

Materials Deadlines

The 12th day of the second month preceding month of publication. Example: Materials deadline for the March issue is January 12. If the 12th falls on a weekend, the next business day becomes the materials deadline. Ad materials must be received by materials deadline or the publisher reserves the right to repeat the most recent ad run or charge for space reserved if ad materials or copy changes are not received by the materials deadline.

Materials Requirements

Printed offset, perfect bound.

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

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

Two-page spread:

Trim size: 16-1/2" x 10-7/8"

Bleed size: 16-3/4" x 11-1/8"

- Allow 1/8" bleed on the head, foot and face. Keep all copy and live matter a minimum of 1/2" away from gutter and final trim. Bleed allowed on the following ad sizes: full page, 2/3 vertical, 2/3 horizontal, 1/2 vertical, 1/2 horizontal, 1/3 vertical, 1/3 horizontal.
- Fractional (non-full page) ads should include a frame/border surrounding the ad at the correct specified ad dimensions.
- Materials not submitted according to publisher's specifications or dimensions will be altered to fit the publisher's requirements at advertiser's expense. Additional preparation work and production charges are non-commissionable and will be billed back to the advertiser at a minimum charge of \$50.
- Digital files should be accompanied with all printer and screen fonts and any attached graphic files. Also include information about the software, version and platform used. Macintosh platform preferred.
- Documents and ads created in programs other than the following are not accepted:
 - o Mac Photoshop PDF, TIFF or EPS file; 300 dpi minimum.
 - o Mac Illustrator EPS file – convert all fonts to outlines. (Include all printer and screen fonts if you do not create outlines for type.)
 - o Mac InDesign document – include all printer and screen fonts. Send all graphic images as Photoshop or Illustrator files (see instructions above).
 - o Convert all QuarkXPress documents to Adobe Acrobat PDF CS2. QuarkXPress documents will not be accepted.

Payment Terms and Policies

Contracts and General Conditions

Contracts and/or insertion orders must be signed and returned to NFDA by the space closing deadline. Publisher reserves the right to refuse any advertisement for any reason at any time without liability, even though previously acknowledged and accepted. Publisher reserves the right to place the word "Advertisement" on ad copy that could, in the publisher's opinion, be construed as editorial copy. Publisher's liability for any error will not exceed the charge for the advertisement in question. Ad materials will only be kept on file for a 12-month period. Any ad materials not run within a 12-month period will be destroyed if specific ad is not requested in writing to be returned to the advertiser or agency.

Commissions

Recognized agencies receive the standard 15 percent commission. Additional preparation work and production charges are not commissionable.

Terms

A prepayment is required of all first-time display advertisers for the first two insertions and is to be included with the contract and/or insertion order by the space closing deadline. Subsequent insertions will be invoiced with an approved credit application. All invoices are payable within 30 days of their issue. A cash discount of 2 percent is available on all invoices paid within 10 days. A finance charge of 1.5 percent per month will be charged on balances over 30 days. Past-due accounts over 30 days are subject to loss of frequency rate and will be adjusted to the single-issue cost; agencies are subject to loss of commission. Both the agency and advertiser are jointly liable for all charges.

Frequency Rate/Short Rates

Frequency rates are based on a minimum of one advertisement per issue run within a 12-month period from starting issue date. Advertising ordered at a frequency discount rate and not earned will be billed at the correct frequency earned rate.

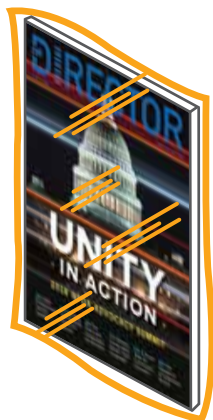
Cancellations

Cancellations must be received on or before the space closing deadline. No cancellations or alterations of space will be accepted after the space closing date. The publisher reserves the right to repeat the most recent ad run or charge for space reserved if ad materials or copy changes are not received by the materials deadline.

Contact Information and Mailing Instructions

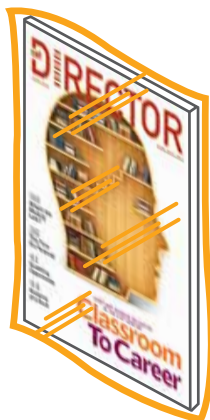
Please direct all questions, advertising contracts, insertion orders, payments and materials to the NFDA Business Development team at advertising@nfda.org.

Looking for **something different?**



Polybag Ride-along

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



Polybag Exclusive

All the great benefits of the ride-along polybag opportunity, with the addition of being a stand-alone inclusion.



French Gate Cover

The cover of *The Director* will open to reveal your full-page ad.



Dot Whack

Stick your message right on the cover or in a targeted area of the magazine with a custom-printed sticker.



Belly Band

Be the first thing readers see when they pick up *The Director*! And they're sure to notice your message on the front and back of the band as they remove it to open the magazine.

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 at **800.228.6332**
or **+1.262.789.1880**

for details and pricing!

THE DIRECTOR

Digital Edition

One amazing magazine, two great new ways to connect with readers!

NFDA members can access *The Director* from anywhere – anytime they want!



The Director is always just a tap away with the new mobile app!

- The entire publication at your fingertips
- Interactive content and bonus material
- Immediate notification of new issues
- Valuable members-only benefit

Available in





It's a great read from your home or office, too!

The upgraded desktop version is better than ever!

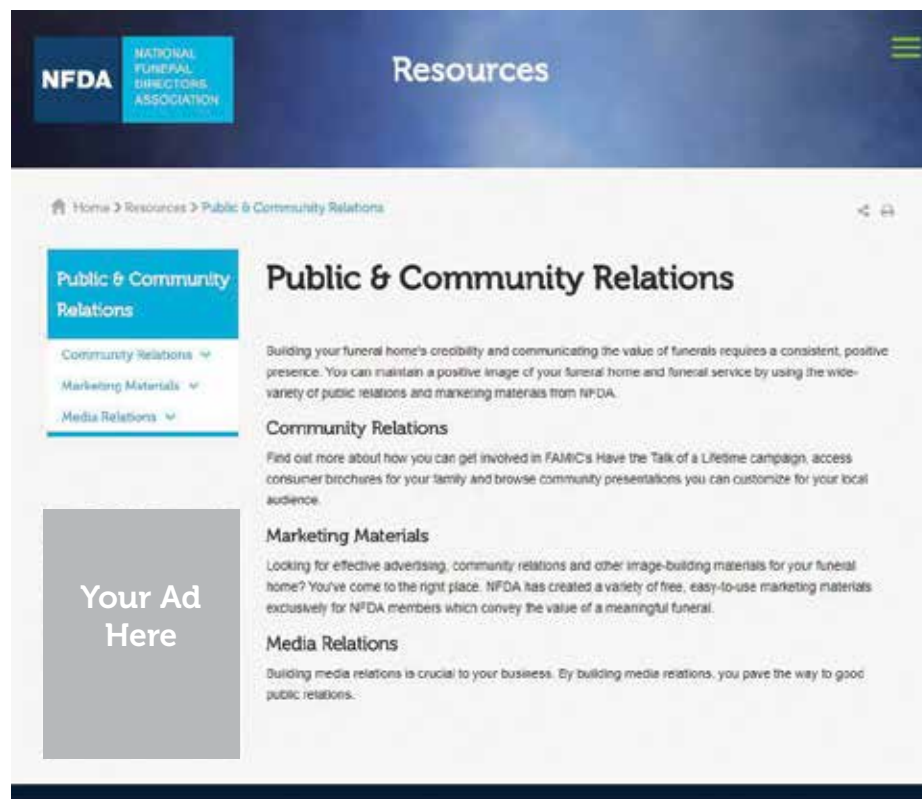
- The entire publication with the click of a mouse
- Easy to navigate table of contents
- Choose your reading view preference

A limited number of ad placements are available in these new formats!

Call for details.

Boost visibility with digital advertising opportunities!

The sky's the limit...



...when your skyscraper ad is included in the rotation! Maximize your brand exposure wherever visitors decide to land at nfda.org.

New! Sidebar video ad \$1,350/month

Contact us to learn about pre/post roll advertising in NFDA videos!

People visit nfda.org!

	Page Views	Visits	Unique Visitors
Monthly Average	112,645	41,811	25,546
Annual Total	1,351,744	501,726	306,550

September 1, 2017 – September 1, 2018

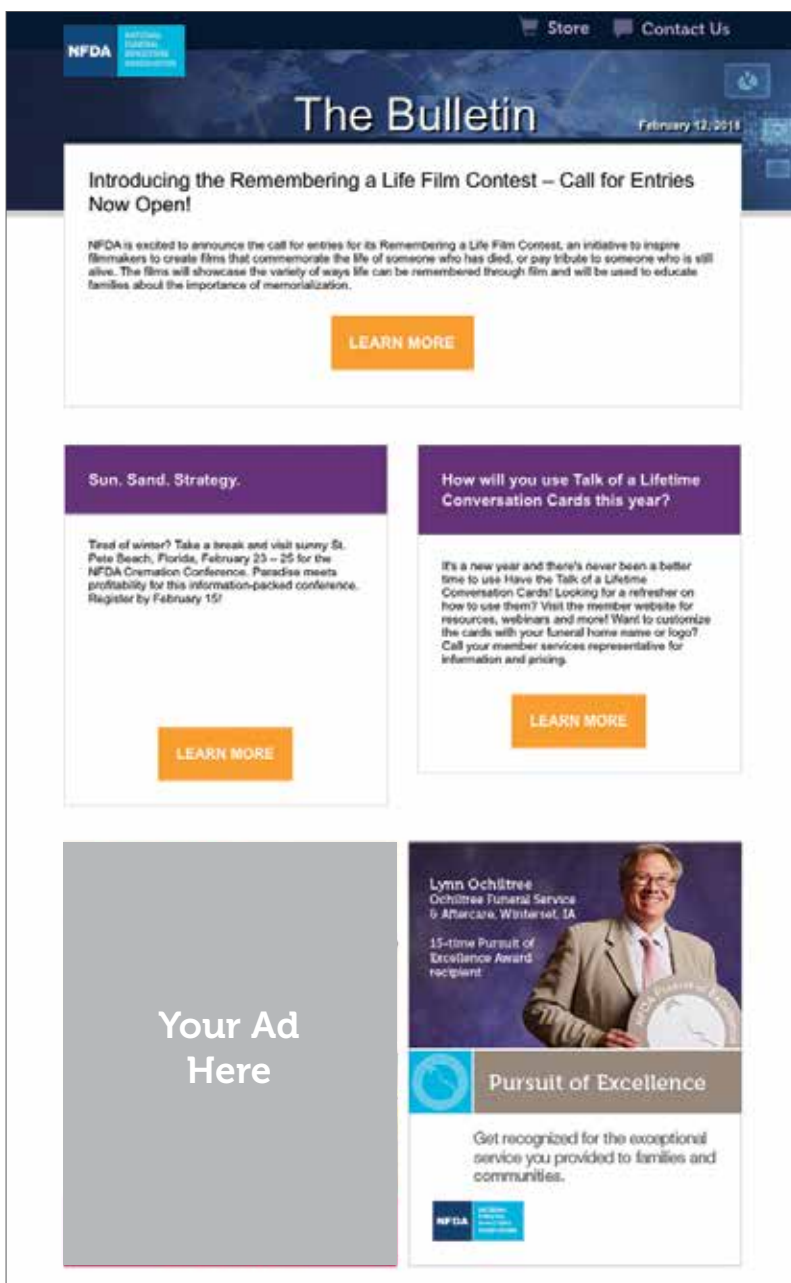


2019 Website Ad Rates

1 Month	\$500
3 Months	\$1,250
6 Months	\$2,000
12 Months	\$3,500

Your web ads will be seen!

- Ads appear on **>90% of pages sitewide**
- **Heavily trafficked** pages
- **10-second** display rotation



Read it and "reap"...

...the rewards of advertising in NFDA's blast email communications. Choose to be part of a variety of education, event and membership messages throughout the year.

30.3% Average Open Rate

5% Average Click-Through Rate



2019 Email Ad Rates

1 Email	\$250
3 Emails	\$600
6 Emails	\$900
12 Emails	\$1,800

Web/Email Ad Specs

- 275 pixels wide x 350 pixels high
- JPEG or PNG file type
- Max file size 450 KB

Website and Email artwork is due one week prior the ad's run date.

Reach Funeral Service Leaders in New Settings!



Cremation Conference

February 22-24, 2019
St. Pete Beach, FL



Business Conference

February 24-26, 2019
St. Pete Beach, FL



Advocacy Summit

April 3-5, 2019
Washington, D.C.



Professional Women's Conference

April 12-14, 2019
Annapolis, MD



Embalming and Restorative Arts Seminar

May 16-17, 2019
Pittsburgh, PA



Leadership Conference

July 13-16, 2019
San Diego, CA

Make a strong and lasting impression on the members of the leading and largest funeral service association in the world while showing your support for the profession by sponsoring NFDA's educational conferences and events throughout the year.

Whether you're interested in sponsoring social events, branded items or meals (or perhaps you have a completely outside-the-box idea in mind), **we're committed to working with you to maximize your brand exposure.**

2019 Prospectus



Your guide to brand visibility at the world's largest funeral service event.

If your business would benefit from being a part of the world's largest gathering of funeral service professionals, then now is the time to secure your booth at the NFDA International Convention & Expo!

And if you really want to stand out from the crowd, we'll work with you to craft a custom blend of sponsorship and advertising to help you meet your goals.

Learn more –
get the 2019 Prospectus at suppliers.nfda.org.



"The NFDA International Convention & Expo is organized and well-run. No other venue puts us in front of funeral home owners and decision makers as well as this one."

Whitney L. Feagin
Sales & Marketing Support Specialist
Atlantic Coast Life Insurance



NFDA Headquarters | Brookfield, WI

About Us

-  World's largest funeral service association
-  More than 20,000 members in 49 countries
-  Trusted leader and beacon for ethics
-  Largest global network of funeral service professionals
-  Strongest advocate for the profession
-  Best-in-class education
-  Easy-to-use business management tools and resources

Our Mission

The National Funeral Directors Association is the worldwide source of expertise and professional resources for all facets of funeral service. Through education, information and advocacy, NFDA is dedicated to supporting members in their mission to provide families with meaningful end-of-life services at the highest levels of excellence and integrity.



Each year, the NFDA International Convention & Expo draws thousands of attendees from around the globe to experience the world's largest funeral service expo, best-in-class continuing education and premier social and networking opportunities that help funeral directors achieve more in their businesses, communities and lives.

Learn how you can get involved!

Visit suppliers.nfda.org or ask about the 2019 Prospectus.