

NFDA

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

2025

MEDIAKIT

PRINT • DIGITAL • RETARGETING



SUPPLIERS.NFDA.ORG
800-228-6332

Your connection to
20,000+
funeral service
professionals.

MEET THE TEAM

NFDA BUSINESS DEVELOPMENT



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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.

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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!

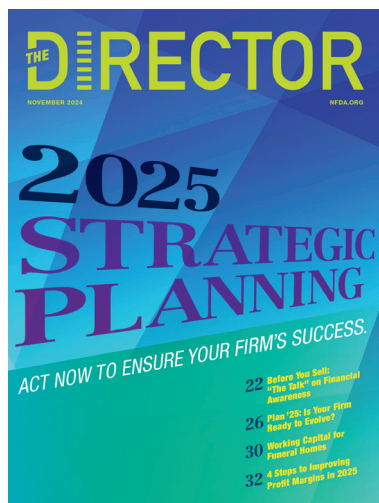
NFDA members also own or offer:

	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.

Our readers take action!

62%

Visited company's website to learn more

41%

Purchased advertised product

51%

Give preference to advertisers seen in the magazine

35%

Shared the magazine with a colleague

46%

Referred to an ad when researching a purchase

29%

Saved ad for future reference

44%

Contacted company about a product



"If you are a supplier to the funeral industry and you are not advertising in *The Director* magazine, then you are not reaching a large part of your target audience. As the official publication of the largest association of funeral directors in the world, why would you not advertise with them?"

Jamie Meredith
Executive Vice President
C&J Financial, LLC

Based on most recent NFDA Funeral Service Publication Study

2025 EDITORIAL CALENDAR

WORKING TOGETHER

JANUARY

Who Do You Think You Are?

- Are You Thinking Like an End-of-Life Care Provider?

Space Reservation 11/5/24
Ad Material Due 11/12/24
Editorial Material Due 11/15/24

FEBRUARY

Your Front Door

- Where Are You Meeting Your Families?

Space Reservation 12/5/24
Ad Material Due 12/12/24
Editorial Material Due 12/15/24

MARCH

The Pros and Cons of AI

- Communication in a Digital Age

Space Reservation 1/5/25
Ad Material Due 1/12/25
Editorial Material Due 1/15/25

APRIL

Funeral Directors: The Next Generation of Leaders

- Leaders Add: If I Knew Then...

Space Reservation 2/5/25
Ad Material Due 2/12/25
Editorial Material Due 2/15/25

MAY

The Best Thing I Am Doing Now

- These Are Our Great Ideas

Space Reservation 3/5/25
Ad Material Due 3/12/25
Editorial Material Due 3/15/25

JUNE

Succession – Not the TV Show

- Where Will You Be in 5 Years? In 10 Years?

Space Reservation 4/5/24
Ad Material Due 4/12/24
Editorial Material Due 4/15/24

JULY

Funeral Director's Guide to Self-Care

- Battling Burnout and Keeping Key Personnel

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

AUGUST

The Consumer's Voice

- Now Comes the Hard Part

Plus: 2025 NFDA Expo Preview

Space Reservation 6/5/25
Ad Material Due 6/12/25
Editorial Material Due 6/15/25

SEPTEMBER

The After School Special

- The Book on Internships

Plus: 2025 NFDA Convention Workshop and Speaker Preview

Space Reservation 7/5/25
Ad Material Due 7/12/25
Editorial Material Due 7/15/25

OCTOBER

NFDA International Convention & Expo Issue

Plus: The Idea Bank

- There Are No Bad Ideas in Brainstorming, Right?

Space Reservation 8/5/25
Ad Material Due 8/12/25
Editorial Material Due 8/15/25

NOVEMBER

Your Strategic Plan for 2026

- Moving From Creative Ideas to An Action Plan

Space Reservation 9/5/25
Ad Material Due 9/12/25
Editorial Material Due 9/15/25

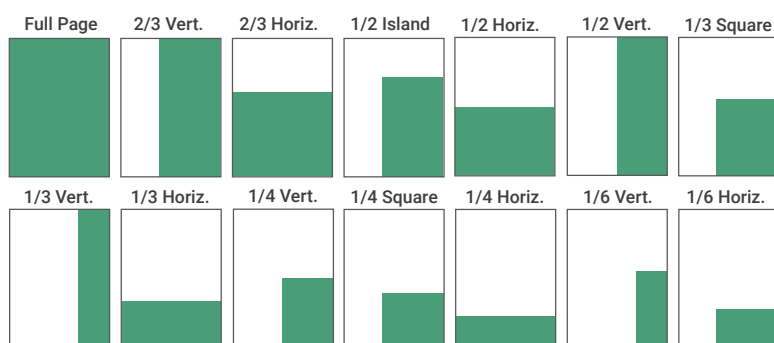
DECEMBER

NFDA Convention Recap

Space Reservation 10/5/25
Ad Material Due 10/12/25
Editorial Material Due 10/15/25

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 lkaraklik@nfda.org](mailto:lkaraklik@nfda.org)

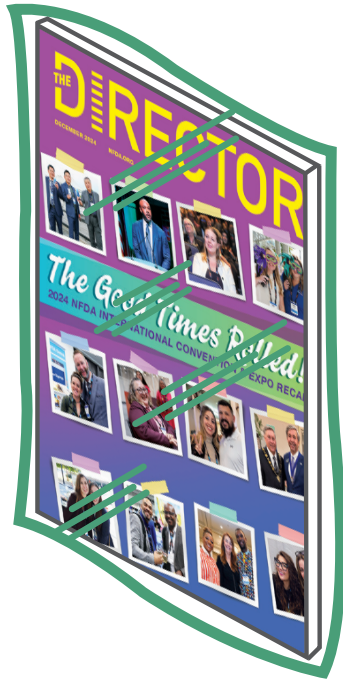
Ad Dimensions

(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!

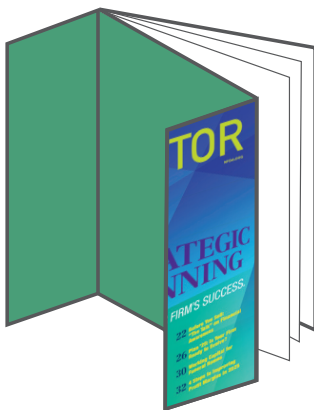
\$2,750

Polybag Ride-along

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

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.

Other options include:



\$9,500

French Gate



\$5,500

Cover Dot Whack



"I wanted a cost-effective way to introduce a new service to the entire funeral industry. The polybag option was simple, it dramatically increased my exposure, and provided a great ROI for me. I began receiving calls immediately!"

Jason Troyer, Ph.D.
Founder
GriefPlan.com

CALL US FOR MORE INFORMATION.

SPONSORSHIP OPPORTUNITIES

NFDA EDUCATION AND PROFESSIONAL DEVELOPMENT



ARRANGER TRAINING

Exclusively available from NFDA!

This creative and interactive five-step process provides funeral professionals with the tools necessary for conveying the value of the funeral to families and partner with them to design memorable life-tribute events. Through small- and large-group discussions, problem-solving and creative collaboration, participants will leave with fresh approaches and new ideas to transform the arrangement conferences. Attended by nearly 700 individuals in 2024.

One year sponsorship: \$12,500



ARRANGER SOLUTIONS ACADEMY

NEW from NFDA!

The core curriculum of our Arranger Training program is re-packaged for intimate groups of funeral service professionals to meet with the instructor in a 4-week series of 90-minute, virtual study groups where participants explore solutions to "real life" challenges.

Single class group sponsorship (4-week session): \$1,000 each



WEBINARS

One of the fastest growing professional development offerings at NFDA!

Members enjoy FREE access to monthly webinars exploring timely issues with guest experts. Twelve topics for 2025 are being scheduled including the collection of biometric data, DNA preservation, top legal issues for funeral services, navigating the first solo embalming, and so much more. In 2024, average attendance per webinar: 330. Some webinars are attended by 550+.

Single Webinar: \$1,500 each

Package of 3 Webinars: \$3,500

Package of 6 Webinars: \$6,500

Full-year sponsorship: \$10,000



DIGGING IN: A DEATHCARE DIALOG

NEW from NFDA!

This interactive online forum is designed for funeral directors and end-of-life professionals to engage in thoughtful discussions in response to episodes of the NFDA podcast, A Brush with Death. This monthly series allows participants to dive deeper into the topics covered in the podcast, continuing the conversation and exploring new perspectives. Much like a book club, each session will focus on the ideas, challenges, and insights introduced in the latest podcast episode.

Sponsorship: \$500 each event



ONLINE COURSES

On-demand courses meet our members' continuing education needs whenever and wherever they have time. Busy Funeral Directors need flexibility, and our growing suite of online courses covers a broad range of relevant topics. Accessed nearly 500 times in 2024.

One year sponsorship: \$5,000



2025 CONVENTION SUPPORT: WORDLY TRANSLATION SERVICES

Looking to reach international markets with your message? NFDA uses the Wordly translation services platform which allows participants to hear the English language presentation in their native tongue. Wordly can translate 60+ languages. Have your message front and center for all international participants (500+) at NFDA's Convention & Expo. This includes more than 40 brand visibility opportunities during workshops, keynote presentations and general sessions. Everyone who uses the platform will prominently see your logo displayed.

Full sponsorship: \$4,500

Co-sponsorship (two sponsors): \$2,500

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

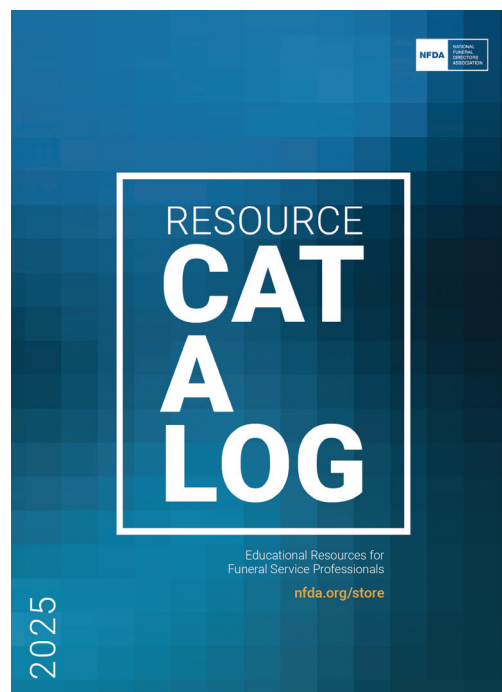
Polybagged with the June issue of *The Director*, and circulated with all NFDA new-member packets and at state conventions, this anticipated brochure dishes the first sneak-peek details about convention. Secure your ad space early – this will sell out due to limited space.

Full page ads only

Ad materials due March 20, 2025.

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 21, 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.*

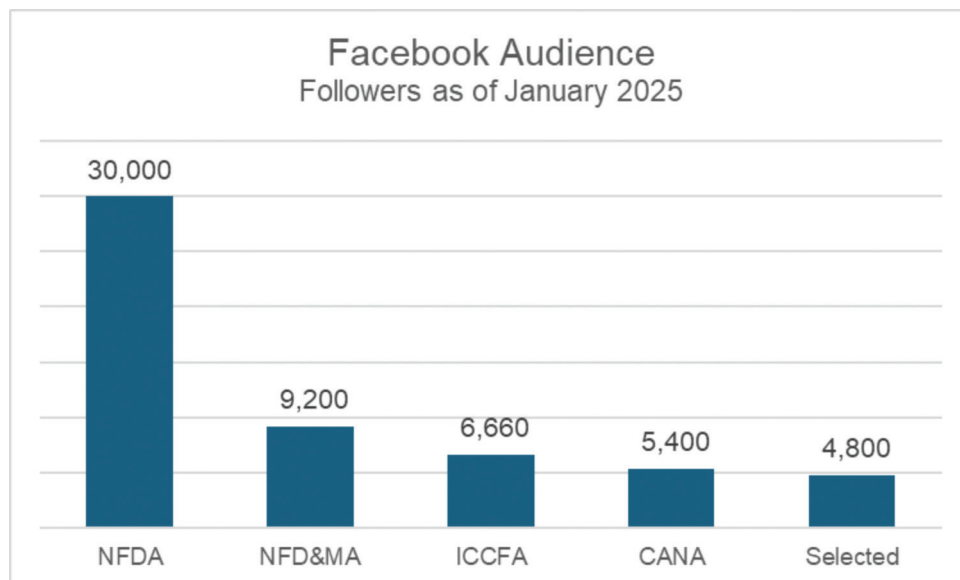
What you get: Four weeks of exclusive advertising access to NFDA's 30,000 followers



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



* 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	46K	36K
Annual Total	1.3M	502K	395K

As of November 1, 2023.

Web ads boost your visibility

2025 Homepage Rates

Put your brand on our most visited website page! You have an opportunity to place your ad in one of four positions that remain static on our **homepage!**

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

2025 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

Web Ad Specs

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

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

DIGITAL ADVERTISING

THE BULLETIN



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.*

January 1, 2025

This issue of The Bulletin is sponsored by:

Your Ad Here

2025 Bulletin Ad Rates

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

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.

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!

2025 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 2023, the podcast has had over 52,000 downloads.

2025 Podcast Rate:

Add a 5-minute conversation with the podcast host for \$299.

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

- \$5,500
- 70,000 Impressions
- 3 Months

Ultimate Impression

- \$10,000
- 150,000 Impressions
- 6 Months

BUNDLE & SAVE

DIGITAL • PRINT • RETARGETING

We want you to get the most out of your advertising, so we now offer advertising bundles that will save you money and help you reach your goals! Our bundles are designed to reach our members across multiple platforms. Customization? Sure! We can work with you to create exactly what you are looking for!

BUNDLE 1	BUYERS TOP CHOICE BUNDLE 2	BUNDLE 3
<ul style="list-style-type: none">• 1 month website ad rotating ad• 1 print full page <i>The Director</i> ad• 1 month retargeting campaign*	<ul style="list-style-type: none">• 3 month website ad rotating ad• 3 print full page <i>The Director</i> ads• 1 month retargeting campaign*	<ul style="list-style-type: none">• 12 month website ad• 6 print full page <i>The Director</i> ads• 6 month retargeting campaign*
Value: \$4,350	Value: \$10,250	Value: \$29,200
Bundle Price: \$3,915	Bundle Price: \$8,712	Bundle Price: \$23,360
10% savings	15% savings	20% savings

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