



NFDA

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

2026 MEDIA KIT

PRINT • DIGITAL • RETARGETING

#NFDA2026

NFDA

International Convention & Expo

Your connection to 20,000+
funeral service professionals
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.



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TABLE OF CONTENTS

Meet the Team.....Page 2

Meet Our MembersPage 4

The Director Page 5, 6

Editorial CalendarPage 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

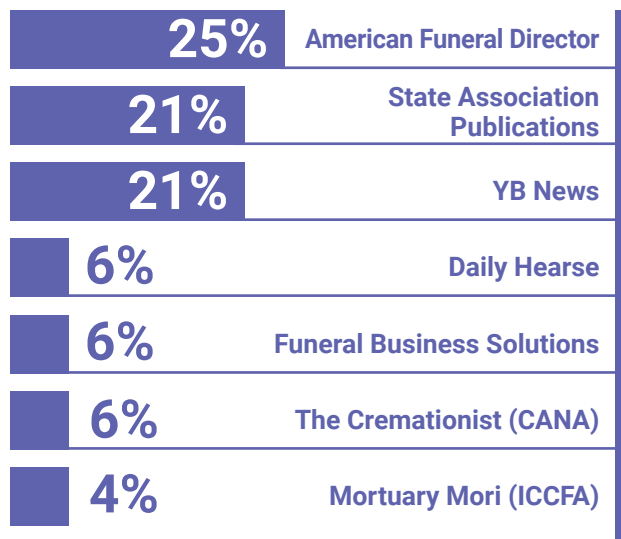


"I did learn about 'The Stepper' from Mortuary Lift Company by seeing the ad in *The Director*. It's become a benefit to our funeral home. New merchandise offerings...help with my job."

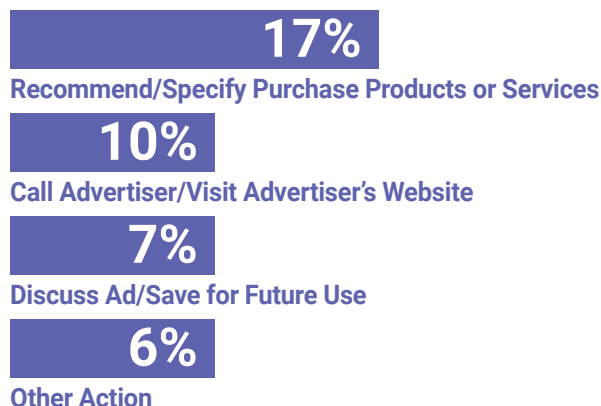
Reader of *The Director*



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

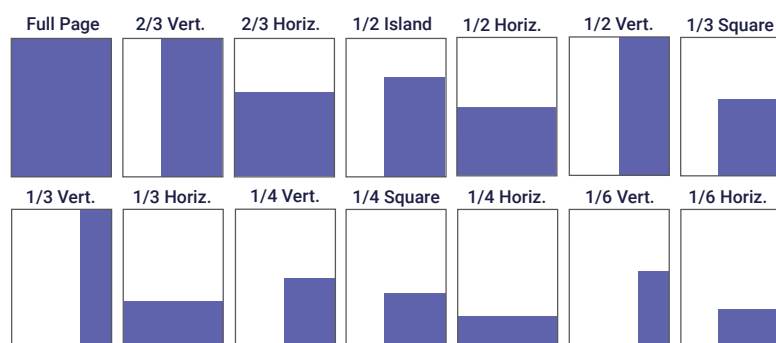
DECEMBER

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)

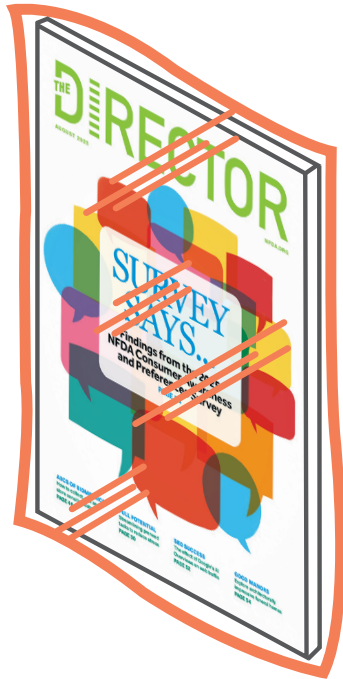
Ad Dimensions

(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!

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 series sponsorship (4-week session): \$1,000



CREMATION CERTIFICATION PROGRAM

Partnering with NFDA's Cremation Certification Program means your brand becomes an integral part of the learning journey. With direct access to training sessions, multimedia integration and high-profile exposure across channels, your company will build meaningful connections and gain visibility among cremation professionals nationwide.

Contact Us



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 Grackowski

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 how to talk about adding services to direct dispositions, back to the basics in the prep room and balancing sensitivity with strategic in marketing funeral homes. In 2025, average attendance per webinar was 330 with some 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 episode



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 2025.

One year sponsorship: \$5,000



2026 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 is 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

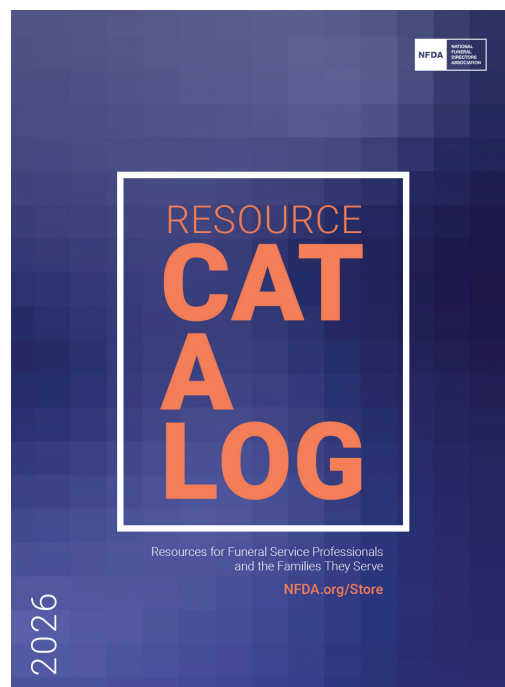
Polybagged with the June issue of *The Director*, and circulated with all NFDA new-member packets and at state conventions, this anticipated brochure dishes the first sneak-peek details about convention. Secure your ad space early – this will sell out due to limited space.

Full page ads only

Ad materials due March 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

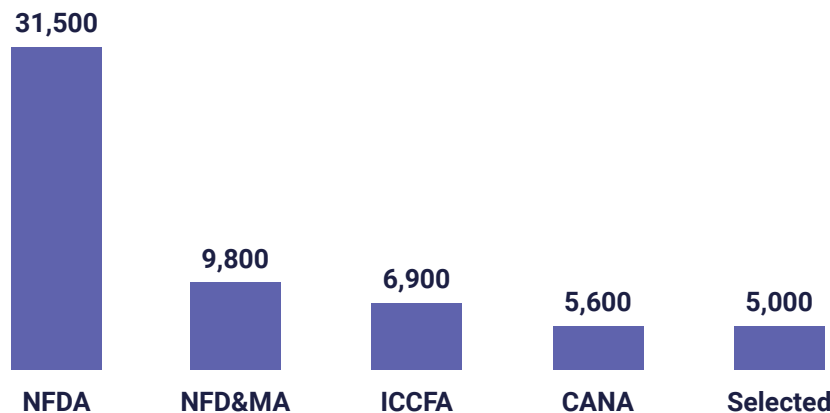
You provide (two weeks in advance of your ad start date):

- 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:

Your Ad Here

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.

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

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

Ultimate Impression

- \$10,000
- 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.