2020 Media Kit

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

suppliers.nfda.org
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  
Business Development Manager  
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 led teams that launched new stores across the country.
Reach the top decision-makers in funeral service when you advertise with NFDA!

NFDA Members...

...are in charge!

6%  
CEO, President

3%  
Vice President

66%  
Owner, Principal Partner

17%  
Manager

9%  
Employee

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%
- Headstones, Markers, Monuments 79%
- Preneed Insurance 78%
- Aftercare 74%
- Flower Shop 60%
- Green Funeral Services/Burials 57%
- Cemetery Without Cremation Services 40%
- Cemetery With Cremation Services 40%
- Estate/End-of-Life Planning Services 39%
- Pet Care Services 32%

...have life experience!

Average Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>26-39</td>
<td>11%</td>
</tr>
<tr>
<td>40-54</td>
<td>33%</td>
</tr>
<tr>
<td>55-64</td>
<td>34%</td>
</tr>
<tr>
<td>65+</td>
<td>22%</td>
</tr>
</tbody>
</table>

Based on most recent NFDA Member Needs & Satisfaction Survey
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!

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Action Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>62%</td>
<td>Visited company’s website to learn more</td>
</tr>
<tr>
<td>44%</td>
<td>Contacted company about a product</td>
</tr>
<tr>
<td>38%</td>
<td>Purchased advertised product</td>
</tr>
<tr>
<td>29%</td>
<td>Saved ad for future reference</td>
</tr>
<tr>
<td>21%</td>
<td>Shared with a colleague</td>
</tr>
</tbody>
</table>

Based on most recent NFDA Funeral Service Publication Study

“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
2020 Editorial Calendar
“Telling Our Story to Help Families Tell Theirs”

January
2020 Is Here...
• How Will Your Business Be Different in 2020?
• Pursuit of Excellence: Stories of Innovation
• Strategic Partnerships
• Show Me the Money
Space Reservation: 11/5/19
Ad Material Due: 11/12/19
Editorial Material Due: 11/15/19

February
Deconstructing Tradition
• Nontraditional Venues
• Home Funerals
• Death Cafes
• The Woman in Charge
• Don’t Take Grief Lying Down
Space Reservation: 12/5/19
Ad Material Due: 12/12/19
Editorial Material Due: 12/15/19

March
The Disconnect
• Community Engagement
• The Lincoln Funeral
• Pizza Preneed
• Remembering A Life
• Before I Die Seminars
Space Reservation: 1/5/20
Ad Material Due: 1/12/20
Editorial Material Due: 1/15/20

April
The Religious Gap
• How-to – A Personal Services Guide
• Spirituality Isn’t Dead
• Explaining Celebrants to Families
Space Reservation: 2/5/20
Ad Material Due: 2/12/20
Editorial Material Due: 2/15/20

May
The New Breed (recently licensed FDs)
• Stories from New Funeral Directors
• Educating & Training Today’s Students
Space Reservation: 3/5/20
Ad Material Due: 3/12/20
Editorial Material Due: 3/15/20

June
The Story Tellers
• Sharing PSAs
• Distracted Driving
• Building a Virtual Community
Space Reservation: 4/5/20
Ad Material Due: 4/12/20
Editorial Material Due: 4/15/20

July
In Jaded Times
• The Idea Guide
• Barking Up the Right Tree – Therapy Dogs
Space Reservation: 5/5/20
Ad Material Due: 5/12/20
Editorial Material Due: 5/15/20

August
The Landscape
• Death by Cremation
• At Your Service – Explaining the Difference Between Ceremony & Disposition
Plus: The NFDA Expo Preview
Space Reservation: 6/5/20
Ad Material Due: 6/12/20
Editorial Material Due: 6/15/20

September
The Consumer’s Voice Plus: NFDA’s Convention Workshop & Speaker Preview
Space Reservation: 7/5/20
Ad Material Due: 7/12/20
Editorial Material Due: 7/15/20

October
The NFDA Convention Issue
Plus: The Best Thing I Am Doing
• Member Case Studies
• Pursuit of Excellence Spotlight
• Helping Families Organize Their History
Space Reservation: 8/5/20
Ad Material Due: 8/12/20
Editorial Material Due: 8/15/20

November
The Strategic Plan
• The Risk Takers
• Insurance vs. Trust
• Presenting Preneed 2.0
Ad Space Reserved 9/5/20
Ad Material Due: 9/12/20
Editorial Material Due: 9/15/20

December
The Convention Recap
Space Reservation: 10/5/20
Ad Material Due: 10/12/20
Editorial Material Due: 10/15/20
### Print Ad Dimensions

#### Ad Placement

<table>
<thead>
<tr>
<th>Placement</th>
<th>Full Page</th>
<th>2/3 Vert.</th>
<th>2/3 Horiz.</th>
<th>1/2 Island</th>
<th>1/2 Horiz.</th>
<th>1/2 Vert.</th>
<th>1/3 Square</th>
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</thead>
<tbody>
<tr>
<td>1/3 Vert.</td>
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<tr>
<td>1/4 Horiz.</td>
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<tr>
<td>1/4 Square</td>
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</table>

#### 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**

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>7-1/4” x 9-7/8”</td>
<td>4-3/4” x 9-7/8”</td>
<td>3-1/2” x 9-7/8”</td>
<td>2-1/4” x 9-7/8”</td>
<td>1-3/4” x 3-1/4”</td>
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<td>2/3 H</td>
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<td>1/2 V</td>
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#### 2019 Ad Rates

**Cover Rates** (includes 4-color process)

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

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<th>6X</th>
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<th>24X</th>
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</thead>
<tbody>
<tr>
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<td>2,530</td>
<td>2,460</td>
<td>2,390</td>
<td>2,320</td>
</tr>
<tr>
<td>2/3 page</td>
<td>1,925</td>
<td>1,865</td>
<td>1,810</td>
<td>1,755</td>
<td>1,705</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,445</td>
<td>1,400</td>
<td>1,355</td>
<td>1,315</td>
<td>1,275</td>
</tr>
<tr>
<td>1/3 page</td>
<td>975</td>
<td>945</td>
<td>915</td>
<td>885</td>
<td>860</td>
</tr>
<tr>
<td>1/4 page</td>
<td>800</td>
<td>775</td>
<td>750</td>
<td>730</td>
<td>710</td>
</tr>
<tr>
<td>1/6 page</td>
<td>580</td>
<td>560</td>
<td>545</td>
<td>525</td>
<td>510</td>
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</tbody>
</table>

**Black-and-White Rates**

<table>
<thead>
<tr>
<th>Size</th>
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<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>1,610</td>
<td>1,530</td>
<td>1,460</td>
<td>1,390</td>
<td>1,320</td>
</tr>
<tr>
<td>2/3 page</td>
<td>1,260</td>
<td>1,200</td>
<td>1,145</td>
<td>1,090</td>
<td>1,040</td>
</tr>
<tr>
<td>1/2 page</td>
<td>945</td>
<td>900</td>
<td>855</td>
<td>815</td>
<td>775</td>
</tr>
<tr>
<td>1/3 page</td>
<td>645</td>
<td>615</td>
<td>585</td>
<td>555</td>
<td>530</td>
</tr>
<tr>
<td>1/4 page</td>
<td>550</td>
<td>525</td>
<td>500</td>
<td>480</td>
<td>460</td>
</tr>
<tr>
<td>1/6 page</td>
<td>420</td>
<td>400</td>
<td>385</td>
<td>365</td>
<td>350</td>
</tr>
</tbody>
</table>
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!
One amazing magazine, two great 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 [Google Play](https://play.google.com) and [App Store](https://apps.apple.com)

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

The 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 formats!

**Call for details.**
Unique solutions to reach members throughout the year!

NFDA Product Catalog
Get in front of members while they’re in a shopping state of mind! The NFDA Product Catalog features a variety of books, DVDs, CE courses, NFDA swag and more for funeral directors.

And we’ll get the word out, too – the Product Catalog is shared with funeral directors:

- At the NFDA International Convention & Expo
- Via polybag with the January issue of The Director
- By inclusion in all NFDA product/resource orders
- Through distribution at state conventions throughout the year

Space is limited – secure your full-page ad before they sell out!

NFDA Member List Rental
Direct mail is back and better than ever! Get your creative ready, get out of the inbox and get your message into the hands of key decision-makers in funeral service.

List Rental Option 1
Mail List Only
Includes member name and mailing address
- Entire membership list $1,500
- Per state $400

List Rental Option 2
Mail & Telemarketing List
Includes member name, mailing address and phone number
- Entire membership list $2,000
- Per state $500

NFDA Member List Rental is for your one-time use (per rental). Please note: It is NFDA’s policy to keep member email addresses confidential.

Looking for options to advertise at the NFDA International Convention & Expo?
Check out the Prospectus or visit suppliers.nfda.org.
Boost visibility with digital advertising!

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.

2020 Website Ad Rates

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$500</td>
</tr>
<tr>
<td>3 Months</td>
<td>$1,250</td>
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<tr>
<td>6 Months</td>
<td>$2,000</td>
</tr>
<tr>
<td>12 Months</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

Your web ads will be seen!

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

People visit nfda.org!

<table>
<thead>
<tr>
<th></th>
<th>Page Views</th>
<th>Visits</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Average</td>
<td>105,571</td>
<td>39,115</td>
<td>24,966</td>
</tr>
<tr>
<td>Annual Total</td>
<td>1,266,854</td>
<td>469,374</td>
<td>299,593</td>
</tr>
</tbody>
</table>

September 1, 2018 – September 1, 2019
Reap the rewards...

...of advertising in The Bulletin! Extend your reach to NFDA members through this weekly email digest.

25.7% Average Open Rate
2.24% Average Click-Through Rate

2020 Bulletin Ad Rates

<table>
<thead>
<tr>
<th>Emails</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Email</td>
<td>$250</td>
</tr>
<tr>
<td>3 Emails</td>
<td>$600</td>
</tr>
<tr>
<td>6 Emails</td>
<td>$900</td>
</tr>
<tr>
<td>12 Emails</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

Web/Email Ad Specs

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

Website and Email artwork is due one week prior the ad’s run date.
Reach Funeral Service Leaders in New Settings!

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.

**February 5-7**
**New! Napa Wine Train**
Napa Valley, CA
nfda.org/adventures

**February 21-23**
**Cremation Conference**
St. Pete Beach, FL
nfda.org/cremationconference

**March 8-10**
**Meet the Mentors**
Atlanta, GA | nfda.org/mentors

**April 24-26**
**Professional Women’s Conference**
Miami, FL
nfda.org/pwc

**April 29-May 1**
**Advocacy Summit**
Washington, D.C
nfda.org/advocacysummit

**May 14-15**
**Embalming and Restorative Art Seminar**
Pittsburgh, PA
nfda.org/embalmingseminar

**June 5**
**New! Yankee Stadium**
The Bronx, NY
nfda.org/adventures

**August 2-5**
**Leadership Conference**
Charleston, SC
nfda.org/leadership

**September 22-23**
**New! Ryder Cup**
Kohler, WI
nfda.org/adventures

**October 18-21**
**NFDA International Convention & Expo**
New Orleans, LA
nfda.org/neworleans2020
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 2020 Prospectus at suppliers.nfda.org.

“Exhibiting at NFDA Expo provides us an opportunity to visit with more of our clients, meet new professionals and to share our services all at one spot. If your business does business with funeral homes, exhibiting at the NFDA Expo is a must.”

Jeff Harbeson
Director of Sales & Marketing
The Foresight Companies
Now’s your chance!

NFDA’s valued partners are now eligible for Associate Membership!

While most companies agree that the greatest benefit is official affiliation with the world’s leading funeral service association, there are many great benefits to joining!

- Extra points for booth selection
- Discounted Endorsed Provider rates
- Exclusive Associate Member logo
- And so much more!

suppliers.nfda.org/join
Everything you need to partner with NFDA right at your fingertips!

If you want to reach key decision-makers in funeral service, you want to reach NFDA members. And you’ll find everything you need to get started on the NFDA Supplier Portal. From advertising and sponsorship information to exhibiting and even associate membership, we’ve got you covered.

suppliers.nfda.org
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 2020 Prospectus.