

The NFDA logo consists of the letters "NFDA" in a bold, white, sans-serif font, centered within a white square.

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

A photograph of a diverse group of five smiling professionals, likely funeral service workers, in business attire. The image is overlaid with a blue-to-orange gradient. The text "Your connection to 20,000+ funeral service professionals" is centered over the lower part of the image.

Your connection to 20,000+
funeral service professionals

2024 MEDIA KIT

PRINT • DIGITAL • RETARGETING

[SUPPLIERS.NFDA.ORG](https://suppliers.nfda.org) • 800-228-6332

NEW

Bundle and Save!

See page 13

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

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

2024 EDITORIAL CALENDAR

WORKING TOGETHER

JANUARY

Partnership Building

- Think Like an End-of-Life Provider

Space Reservation 11/5/23
Ad Material Due 11/12/23
Editorial Material Due 11/15/23

FEBRUARY

A Sense of Engagement

- Telling Your Story to the Community

Space Reservation 12/5/23
Ad Material Due 12/12/23
Editorial Material Due 12/15/23

MARCH

Putting the “Intelligence” in AI

- Celebrating a Loved One’s Life

Space Reservation 1/5/24
Ad Material Due 1/12/24
Editorial Material Due 1/15/24

APRIL

The Next Generation of Leaders

- What These New Leaders See

Space Reservation 2/5/24
Ad Material Due 2/12/24
Editorial Material Due 2/15/24

MAY

Game Changers

- Beyond Cremation and Burial

Space Reservation 3/5/24
Ad Material Due 3/12/24
Editorial Material Due 3/15/24

JUNE

Life After Deathcare

- Focus on Succession Planning

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

JULY

Personnel, Staffing & Recruitment

- The challenge of Training and Keeping the Best

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

AUGUST

Annual NFDA Consumer Survey

- 2024 NFDA Expo Preview

Space Reservation 6/5/24
Ad Material Due 6/12/24
Editorial Material Due 6/15/24

SEPTEMBER

Social Media Strategy

- Convention Workshops/ Speakers

Space Reservation 7/5/24
Ad Material Due 7/12/24
Editorial Material Due 7/15/24

OCTOBER

Convention & Expo Preview

Space Reservation 8/5/24
Ad Material Due 8/12/24
Editorial Material Due 8/15/24

NOVEMBER

Your 2025 Strategic Plan

Space Reservation 9/5/24
Ad Material Due 9/12/24
Editorial Material Due 9/15/24

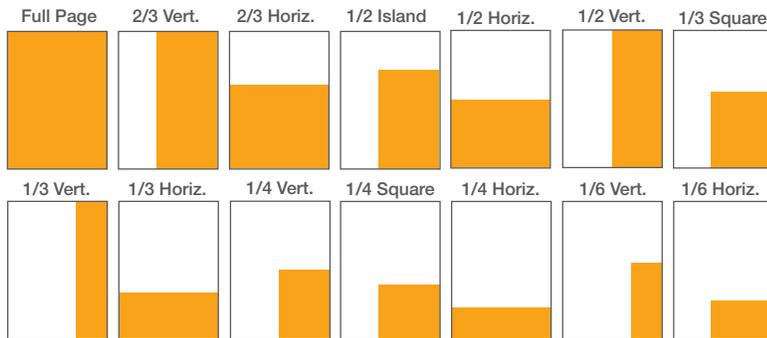
DECEMBER

Convention & Expo Recap

Space Reservation 10/5/24
Ad Material Due 10/12/24
Editorial Material Due 10/15/24

RATES AND SPECS

Ad Placement



2024 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 artwork@nfda.org](mailto:artwork@nfda.org)

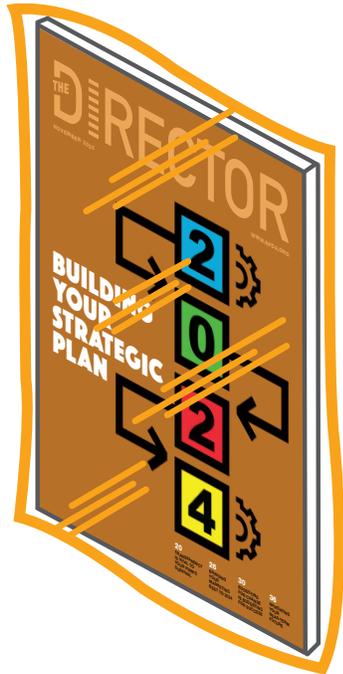
Ad Dimensions

(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



Polybag Exclusive

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

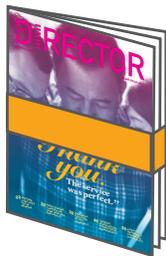
Polybag Ride-along

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:

Belly Band



French Gate



Cover Dot Whack



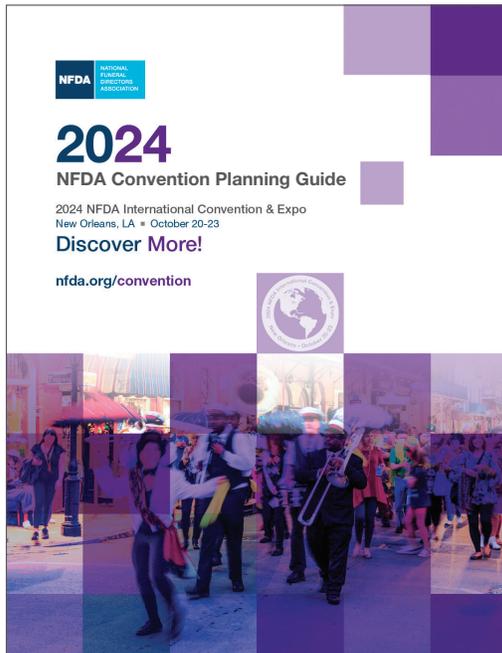
"I wanted a cost-effective way to introduce a new service to the entire funeral industry. The polybag option was simple, it dramatically increased my exposure, and provided a great ROI for me. I began receiving calls immediately!"

Jason Troyer, Ph.D.
Founder
GriefPlan.com

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

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

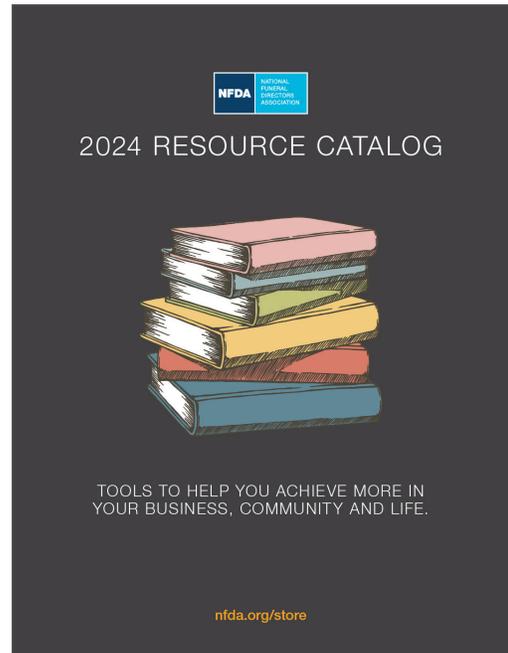
Polybagged with the June issue of *The Director*, and circulated with all NFDA new-member packets and at state conventions, this anticipated brochure dishes the first sneak-peek details about convention. Secure your ad space early – this will sell out due to limited space.

Full page ads only

Ad materials due April 8, 2024.

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 April 8, 2024.

Pricing:

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

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

2024 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

2024 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

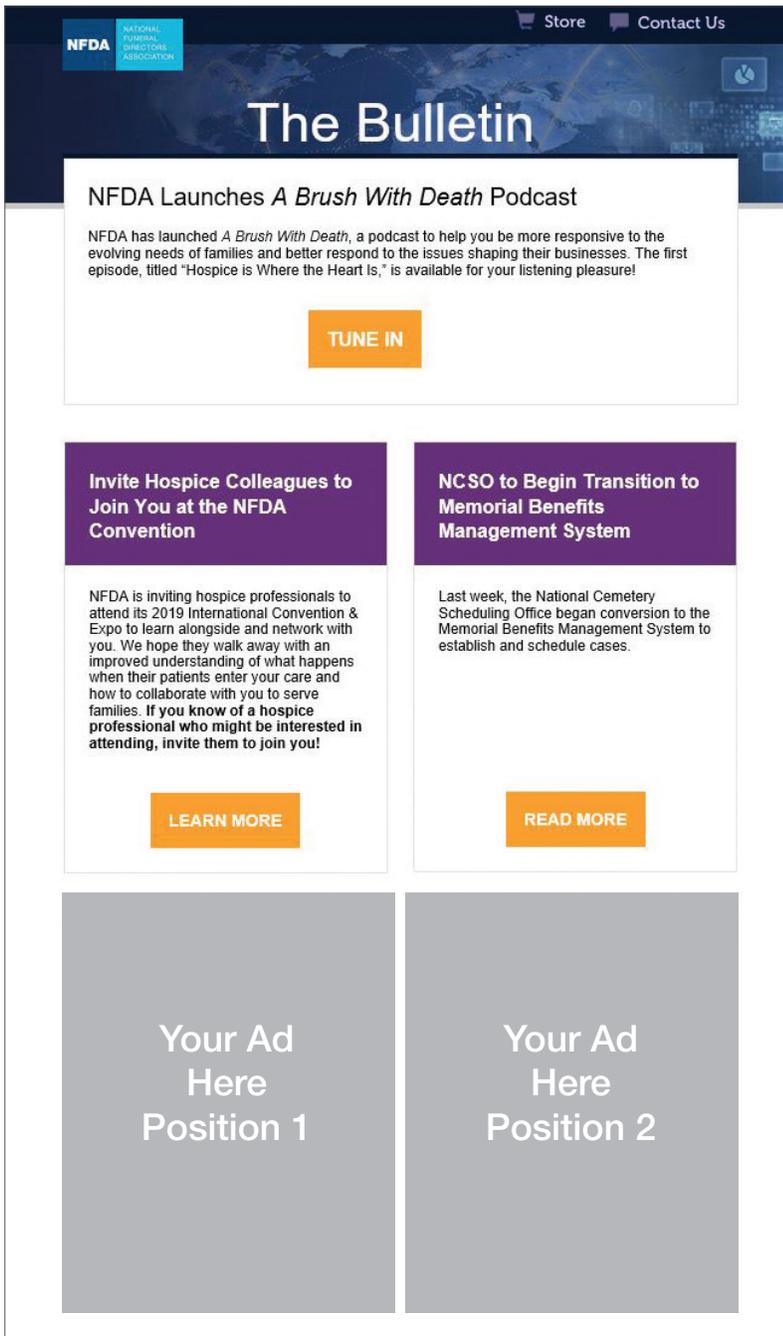
Web Ad Specs

- 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. *The Bulletin* has a click-through rate of 8.2%, more than double the average email click-through rate as reported by MailChimp.

2024 Bulletin Ad Rates

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

Email Ad Specs

- 275 pixels wide x 350 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!

2024 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.

2024 Podcast Rate:

\$750 per episode

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

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