



National Funeral Directors Association

NOVEMBER 2006 CEMETERY PRODUCTS & SERVICES “EXHIBIT IN PRINT” SPECIAL ADVERTISING SECTION

The November 2006 issue of *The Director* will offer a special editorial opportunity with a special “exhibit in print” advertising section for Cemetery Products & Services! **Get double the exposure for half the cost – 2 pages of coverage with a paid full-page advertisement or a full page with a paid 1/2-page horizontal ad. Don’t miss this opportunity. PLEASE CALL TODAY!**

Additional Special Advertising Sections:

March 2006 – Architecture & Design – Deadline January 5

May 2006 – Shipping & Transportation – Deadline March 5

July 2006 – NFDA Expo Preview – Deadline May 5

What is a special “exhibit in print” advertising section?

It is a section within *The Director* magazine, allowing you to describe, with text, your company logo, and color photos to our 13,500 readers what is new from your company in 2006. Approach it as if you were exhibiting at a convention and someone walked into your booth. What would you say to that person – but let a full-page ad or a half-page ad (7"Wx 5"H) do your talking. You have complete control of the editorial content of your "Exhibit In Print".

What is the advertising special?

The special works this way - whichever size paid advertisement you decide (full or half page horizontal only) you receive the same amount of space for an “exhibit in print”, otherwise known as an “advertorial”. That’s right! You will receive two spaces for the price of one. It is a great way to get your message to our readers at a low, very affordable cost. So do not miss this excellent opportunity to let the Funeral Directors know what you have to offer them in 2006.

2 FULL PAGES OF COVERAGE FOR THE COST OF ONLY A FULL PAGE

Full-page Advertisement

(Color \$2,530 - 1-time rate)

8/14" x 10-7/8" (trim size)

7-1/4" x 10-1/8" (½" from trim, live area - non-bleed)

8-1/2" x 11-1/8" (bleed)

FREE Full-page Advertorial:

575 words maximum

Two photos - Include caption

One company logo

You send us the elements and we format/layout

Advertorial to our style and fax to you for approval

FULL PAGE OF COVERAGE FOR THE COST OF ONLY A 1/2 PAGE HORIZONTAL

Half-page Advertisement

(Color \$1,400 - 1-time rate)

7"W x 5"H (non-bleed)

FREE Half-page Advertorial

225 words maximum

One photo - Include caption

One company logo

You send us the elements and we format/layout

Advertorial to our style and fax to you for approval

November 2006 - Deadlines for Participation in Special Advertorial Section

Ad space reservation – September 5, 2006

Advertorial/Advertisement material – September 11, 2006

For more information, please call Kellie Schilling at 262-814-1546, or e-mail kschilling@nfd.org.