



2020 MEDIA KIT

WE ARE REDESIGNING THE FORUM

In 2020, the FORUM will be updated to give our funeral director members a more contemporary, user friendly experience. The ads on the FORUM will now display more prominently, giving your company greater exposure to our readers. All contracted ads will be updated to the new format at no additional cost.

OPPORTUNITIES

FORUM ADVERTISING

SPONSORSHIPS

EMAIL ADVERTISING

ADVERTORIALS

1,000+
EMAIL
RECIPIENTS

500+
SEMINAR
ATTENDEES

500+
MONTHLY
UNIQUE VISITORS

1,000+
MONTHLY
SITE VIEWS

FORUM AD PLACEMENTS

ADVERTISING@NJSFDA.ORG

WWW.NJSFDA.ORG/FORUM

800.734.3712

Reach more than 1,000 funeral industry professionals each month by advertising your company, product or service in the FORUM, a digital funeral service resource from the New Jersey State Funeral Directors Association. The FORUM offers 3 different sized advertisements shared by no more than 2 advertisers with both advertisements alternating every 5 seconds.



AD SIZE OPTIONS

TOP LEADER AD

728 x 90 pixels

SQUARE AD

250 x 250
pixels

RECTANGLE AD

350 x 250
pixels

AD SPECS

File Size: 50K Maximum

Web Resolution: 72 DPI

Formats: JPEG, GIF, PNG
No Rich Media

Color Profile: RGB

WEBSITE AD RATES

1x placement — 30 days

HOMEPAGE

\$500 LEADER

\$400 RECTANGLE

\$300 SQUARE

NEWS & CLASSIFIEDS

\$400 LEADER

\$300 RECTANGLE

FEATURES & ASK THE MANAGER

\$300 LEADER

\$200 RECTANGLE

COLUMNS & BOARD REPORTS

\$200 LEADER

\$100 RECTANGLE

TERMS

All artwork is due 30 days prior to month of ad placement. No single advertiser can purchase the same ad placement for more than 4 consecutive insertions in the course of a 12-month period.

EMAIL AD PLACEMENTS

ADVERTISING@NJSFDA.ORG

WWW.NJSFDA.ORG/FORUM

800.734.3712

Reach New Jersey's funeral service community by advertising in a weekly FORUM email message. Email bulletins are pushed every Tuesday and notify readers of newsworthy items. You can purchase individual bulletins, or maximize your email advertising by taking advantage of one of our email packages. Email bulletins feature 2 ads, and are offered on a first-come, first-served basis.



AD SIZE OPTIONS

SQUARE AD

250 x 250
pixels

RECTANGLE AD

350 x 250
pixels

BOTTOM LEADER AD

728 x 90 pixels

EMAIL AD RATES 1 email

EMAIL

\$250 RECTANGLE OR SQUARE

\$175 LEADER

AD SPECS

File Size: 50K Maximum

Web Resolution: 72 DPI

Formats: JPEG, GIF, PNG
No Rich Media

Color Profile: RGB

EMAIL PACKAGES 3 emails

OPTION A

\$425

3 LEADERS

\$100 Discount

OPTION B

\$575

2 SQUARES & 1 LEADER

\$100 Discount

OPTION C

\$650

3 SQUARES

\$100 Discount

TERMS

The date and message of email bulletins cannot be guaranteed. However, advertisers can request a particular month/date for distribution, and we will do our best to accommodate.

CONTINUING EDUCATION SPONSORSHIPS

ADVERTISING@NJSFDA.ORG

WWW.NJSFDA.ORG/FORUM

800.734.3712

The New Jersey Funeral Service Education Corporation offers promotional and networking sponsorship opportunities for continuing education events held annually throughout New Jersey. With no more than 3 advertisers sharing an event, these sponsorships are a great way to showcase your product or services and to network with licensed funeral professionals.



SPONSORSHIP DATES

MARCH 18

KEAN UNIVERSITY | UNION

JUNE 16*

NJSFDA OFFICE | WALL

JUNE 24*

NJSFDA OFFICE | WALL

JULY 23*

NJSFDA OFFICE | WALL

JULY 29*

NJSFDA OFFICE | WALL

SEPTEMBER - DATE TBD

HARD ROCK HOTEL AND CASINO |
ATLANTIC CITY

NOVEMBER 4

MERCER COUNTY COMMUNITY COLLEGE |
WEST WINDSOR

**Only promotional sponsorships available.*

SPONSORSHIP RATES

PROMOTIONAL

\$500

NETWORKING

\$900

SPONSORSHIP SPECS

Promotional Sponsorships Include:

Ad placement in promotional email

Logo in event program

Logo and ad placement in PowerPoint presentation

Marketing materials at registration table

Networking Sponsorship Includes:

Promotional Sponsorship



Networking with attendees during the event luncheon for 3 company representatives.

TERMS

Sponsorship materials must be submitted at least 6 weeks prior to the event date. Continuing Education dates and locations are subject to change.

ADVERTORIALS

ADVERTISING@NJSFDA.ORG

WWW.NJSFDA.ORG/FORUM

800.734.3712

Advertorials are unique advertising supplements that allow you to connect with readers in an editorial fashion with content that you direct. FORUM advertorials allow you to create the text of your message and control its delivery, free from competing distractions of other advertisers. Advertorials are sold at a fixed rate and posted to the FORUM on a bimonthly basis.



ADVERTORIAL SUBMISSIONS

FEBRUARY FORUM

DUE DATE | DECEMBER 13, 2019

APRIL FORUM

DUE DATE | FEBRUARY 14, 2020

JUNE FORUM

DUE DATE | APRIL 17, 2020

AUGUST FORUM

DUE DATE | JUNE 12, 2020

OCTOBER FORUM

DUE DATE | AUGUST 14, 2020

DECEMBER FORUM

DUE DATE | OCTOBER 16, 2020

Advertorials must be provided by the deadlines above for each submission. This allows our editorial team enough time to review. In the event that any edits are made, advertisers will have final approval prior to publishing.

ADVERTORIAL RATE
1 article — 30 days

ONE INSERTION

\$300

ADVERTORIAL SPECS

Advertorial Copy: 250–500 Words

Headline: 7 Word Maximum

Image: 250 x 250 pixels; RGB

Company Logo: JPEG, GIF; RGB

TERMS

Advertisers must participate in FORUM advertising 3x or more in a calendar year to be eligible. Advertorial copy submitted by advertisers is subject to the publisher's discretion.

SPECIFICATIONS, CONDITIONS & DEADLINES

ADVERTISING@NJSFDA.ORG

WWW.NJSFDA.ORG/FORUM

800.734.3712

CREATION RATES

If you need assistance resizing your current advertising artwork or creating something new, please contact us. Our current creation rate is \$100 per hour.

SUBMISSIONS

Digital submissions may be made via email or file share, such as Dropbox.

Web resolution (72 DPI); 50K

JPEGs, GIFs or PNGs with an RGB color profile are the preferred formats. No rich media.

Materials not meeting specific dimensions will be altered to fit the publisher's requirements.

CONTRACTS AND GENERAL CONDITIONS

Contracts must be signed and returned by the published deadline.

Advertisers may be asked to execute an "affirmation" outlining that their company, product or service comply with New Jersey's legal and regulatory standards.

The NJSFDA reserves the right to refuse any Advertisement, Advertorial or Continuing Education Sponsorship that does not meet its standards, without liability, or results in a conflict of interest with the NJSFDA and its affiliated entities.

TERMS

Payment by credit card is due at the time an order is placed. This applies to all advertising offerings.

CANCELLATION

ALL cancellations must be received in writing.

No cancellation or alterations of space will be accepted after the closing date. The NJSFDA reserves the right to repeat the most recent advertisement run or to charge for space reserved if advertising materials or copy changes are not received by the published deadline.

Advertisers that do not fulfill their contracted insertion amount will be charged at the contracted rate.

CONTACT

Contact Chelsea Miller at 732.282.5102 or cmiller@njsfda.org to place advertising, discuss options or learn how to supplement your marketing dollars.

THE FORUM

A DIGITAL FUNERAL SERVICE RESOURCE FROM THE NEW JERSEY STATE FUNERAL DIRECTORS ASSOCIATION, INC.

2020 ADVERTISING ORDER FORM

ADVERTISING@NJSFDA.ORG

WWW.NJSFDA.ORG/FORUM

800.734.3712

FORUM ADVERTISING

Frequency: _____

Month(s): _____

Ad Size(s): _____

Page(s): _____

Total Cost: _____

EMAIL ADVERTISING

of Emails _____

Month(s): _____

Ad Size(s): _____

Total Cost: _____

SPONSORSHIPS

Promotional Networking

Event(s): _____

Total Cost: _____

ADVERTORIALS

of Advertorials: _____

Month(s): _____

Total Cost: _____

THE FORUM

A DIGITAL FUNERAL SERVICE RESOURCE FROM THE NEW JERSEY STATE FUNERAL DIRECTORS ASSOCIATION, INC.

P.O. Box L, Manasquan NJ 08736-0642

T: 800.734.3712 • F: 732.974.8144

Web: www.njsfda.org/forum • Email: advertising@njsfda.org

ADVERTISER INFO

COMPANY

ADDRESS

CITY

STATE

ZIP

WEBSITE

CONTACT NAME

CONTACT EMAIL

CONTACT TELEPHONE

PAYMENT INFORMATION (Check one)

VISA MasterCard AMEX

CREDIT CARD NUMBER

EXPIRATION DATE

CARDHOLDER NAME

CARD SECURITY CODE

CARDHOLDER SIGNATURE

DATE

AUTHORIZATION

You are authorized to insert our advertisement or advertorial on the FORUM Website, Email Message and/or Continuing Education Sponsorship to occupy the size and location as indicated in the selections outlined herewith.

All insertions will be charged the applicable rate card amount. Advance payment by credit card is due at the time the insertion order is placed. If changes to ad copy are not provided by insertion closing date, the FORUM is authorized to repeat the previous advertisement. All conditions are stated in this contract under the section entitled Specifications, Conditions and Deadlines.

SIGNATURE

DATE

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