

NEW JERSEY STATE FUNERAL DIRECTORS ASSOCIATION

# 2026 Media Kit

Reach the largest network of  
funeral homes in the state.  
Make your brand stand out  
where it matters most.

## *Opportunities*

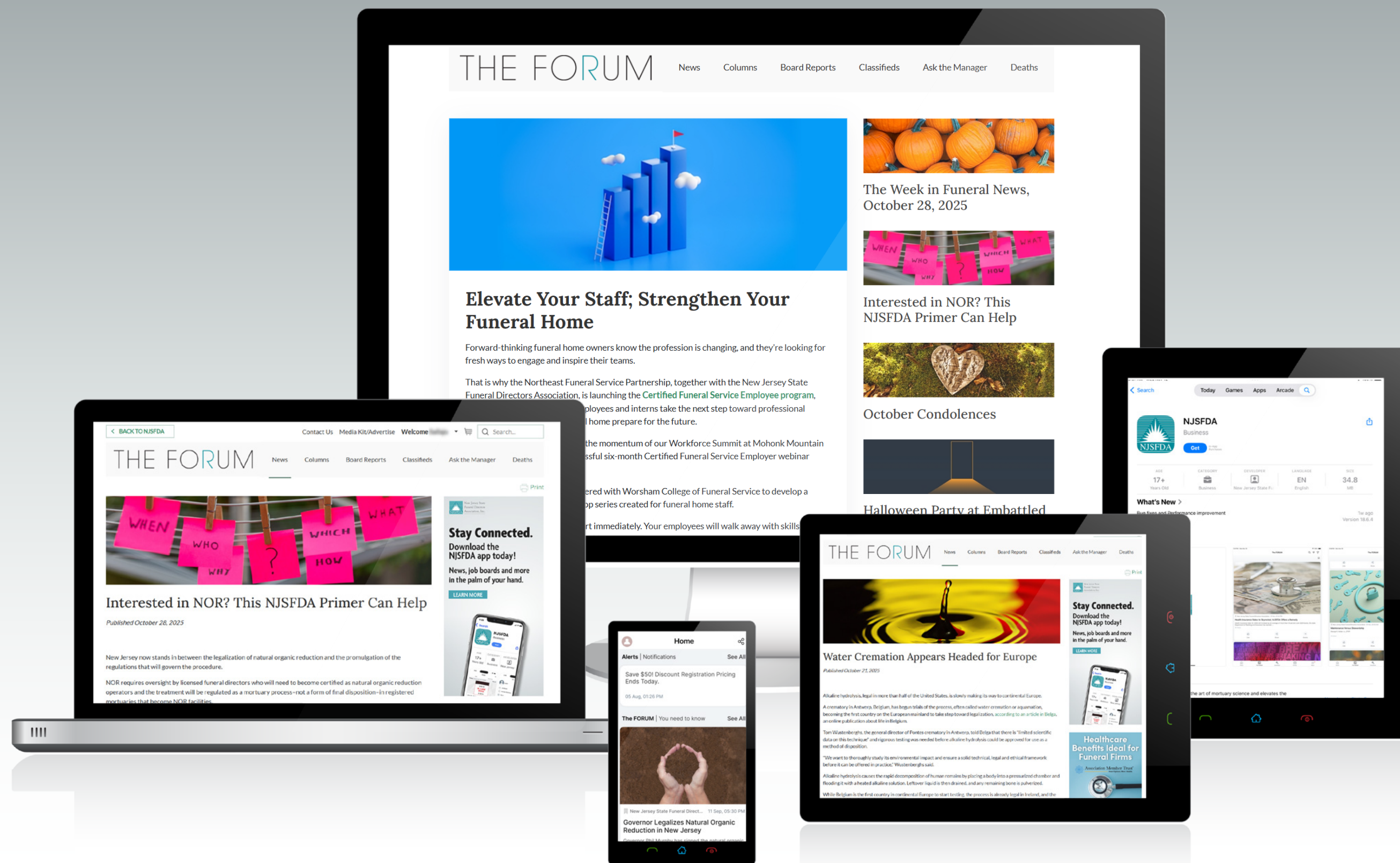
SOCIAL MEDIA | FORUM ADVERTISING | NJSFDA APP | EMAIL ADVERTISING | ADVERTORIALS



# Mission

The NJSFDA is committed to advocating on behalf of the funeral service industry, consumer protections and prepaid funeral trust laws.

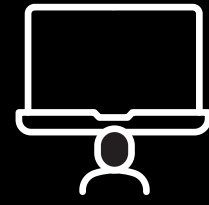
We're dedicated to promoting mortuary science and working towards elevating the professional character and education of funeral directors.



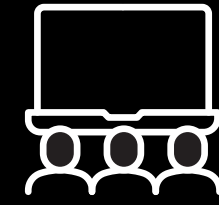
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# Insights: Opportunities to Align



**1,450+**  
njsfda.org  
Monthly  
Users



**40,000+**  
Monthly Views  
on The FORUM  
Advertisements



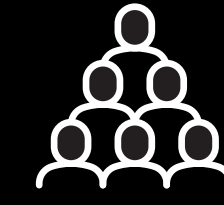
**2,000+**  
Combined  
Social Media  
Followers



**70**  
Attendees  
Per Webinar

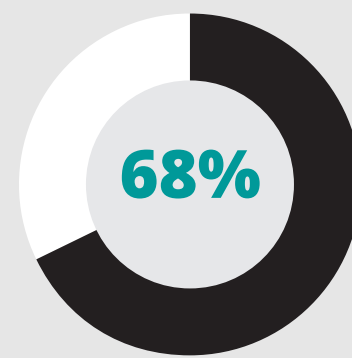


**5,500+**  
Funeral Industry  
Email Contacts

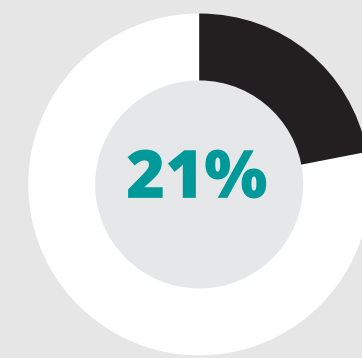


**900+**  
NJSFDA  
Members

## Our Members Are Engaged



Bulletin  
Open Rate



Bulletin  
Click Rate

## Supporting Excellence



**1,500+**  
Registrations for  
2025 Online Webinars



**240+**  
Members Attended  
2025 On-site Seminars

# THE FORUM

## *Amplify Your Message*

.....

The FORUM, a digital funeral service publication presented by the New Jersey State Funeral Directors Association, Inc., is your prime avenue for connecting with decision makers in the industry. Accessible on all devices, The FORUM keeps NJSFDA members informed with crucial industry updates.

Our limited ad spots ensure an exceptional user experience for funeral directors and offer prime space for your company's message.





UNLOCK OPPORTUNITIES AND ENGAGE YOUR TARGET AUDIENCE

## *The FORUM Ad Placements*

Reach almost 1,000 funeral professionals each week by advertising your company, product or service in The FORUM.

### Website Ad Size Options

The FORUM offers three different-sized advertisements that link to your company's website.

Horizontal	1100 X 350 Pixels
Square	350 X 350 Pixels
Vertical	350 X 700 Pixels

### Website Ad Rates *1x placement*

#### Homepage

Square	<b>\$340</b>
Horizontal	<b>\$460</b>

#### News

Vertical	<b>\$510</b>
Horizontal	<b>\$470</b>

#### Columns and Board Reports

Vertical	<b>\$470</b>
Horizontal	<b>\$310</b>

#### Classifieds and Ask the Manager

Horizontal	<b>\$340</b>
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[View Submission Specifications and Deadlines](#)

REACH YOUR FOLLOWERS ANYWHERE

## *The NJSFDA App*

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Our recently launched NJSFDA App is free to download via the App Store or Google Play. Designed to be a convenient digital tool for all association members, the app contains many features from njsfda.org: FORUM articles, Classifieds, an interactive membership directory and an events calendar. The app also uses push alerts to notify members about important events such as EDRS outages.

Because funeral directors' jobs often require them to be on the go, the app is designed to be easy to use. It is perfect for members who sometimes use their phones more than their laptops when working.

Our app ads appear only in highly trafficked areas and are designed to help your company stand out and connect with funeral directors seeking new vendor relationships.



REACH YOUR AUDIENCE ON THE GO

# The NJSFDA App Ad Placements

Increase the reach of your FORUM ad by purchasing the NJSFDA App advertisement add on.

### NJSFDA App Ad Size

Horizontal                      1100 X 350 Pixels

### NJSFDA App Ad Rates *(add on only) 1x placement*

Horizontal                      **\$100**

Website advertisers can add a horizontal advertisement to be placed on the NJSFDA app for the duration of The FORUM ad run.

**NOTE:** Five app ad placements will be available each month. You **must** purchase an advertisement on The FORUM to be eligible to purchase the app advertisement add on.

*If a square or vertical ad is purchased for The FORUM, the advertiser must also provide the ad in the horizontal dimensions.*

**View Submission Specifications and Deadlines**





ADVERTISE SMARTER, CONNECT DEEPER

## Bulletin Email Ad Placements

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

### Ad Size Options

Horizontal	1100 X 350 Pixels
Square	350 X 350 Pixels

### Email Ad Rates *1 email*

Horizontal	\$225
Square	\$315

### Email Packages *3 emails*

**Essential**  
**\$565**

3 Horizontals  
\$110 Discount

**Signature**  
**\$735**

2 Squares and 1 Horizontal  
\$120 Discount

**Premium**  
**\$825**

3 Squares  
\$120 Discount

**NOTE:** *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.*

**[View Submission Specifications and Deadlines](#)**



## MARKETING EXCELLENCE: WHERE YOUR BRAND SHINES

# Advertorials

Advertorials offer a distinctive advertising opportunity, allowing you to engage with readers in an editorial style and delivering content that you guide. FORUM advertorials empower you to craft your message and ensure it reaches a receptive audience, free from the clutter of competing ads. Advertorials are sold at a fixed rate and posted to The FORUM on a bimonthly basis.

### Advertorial Submission 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.

Advertorials must be provided by the deadlines to allow 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*

**\$370**

### Advertorial Opportunities

February  
April  
August  
October  
December

**[View Submission Specifications and Deadlines](#)**

# Submission Specifications and Deadlines

## The FORUM, NJSFDA App and Bulletin Ad

File Size: 100k maximum  
Formats: JPEG, GIF, PNG;  
no rich media  
Resolution: 72 DPI  
Color Profile: RGB  
The FORUM and  
NJSFDA App  
Ad Duration: 30 days

## Advertorial

Advertorial Copy: 250–500 words  
Headline: 7 word maximum  
Image: 250 x 250 pixels  
Color Profile: RGB  
Company Logo: JPEG, GIF  
Resolution: 72 DPI  
Duration: 30 days

## Submission Schedule

Publishing Month	Ad Deadline	Advertorial Deadline*
January	December 23, 2025	
February	January 20, 2026	December 23, 2025
March	February 17, 2026	
April	March 17, 2026	February 17, 2026
May	April 21, 2026	
June	May 19, 2026	
July	June 16, 2026	
August	July 21, 2026	June 16, 2026
September	August 18, 2026	
October	September 22, 2026	August 18, 2026
November	October 20, 2026	
December	November 17, 2026	October 20, 2026

*\* Advertisers 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.*

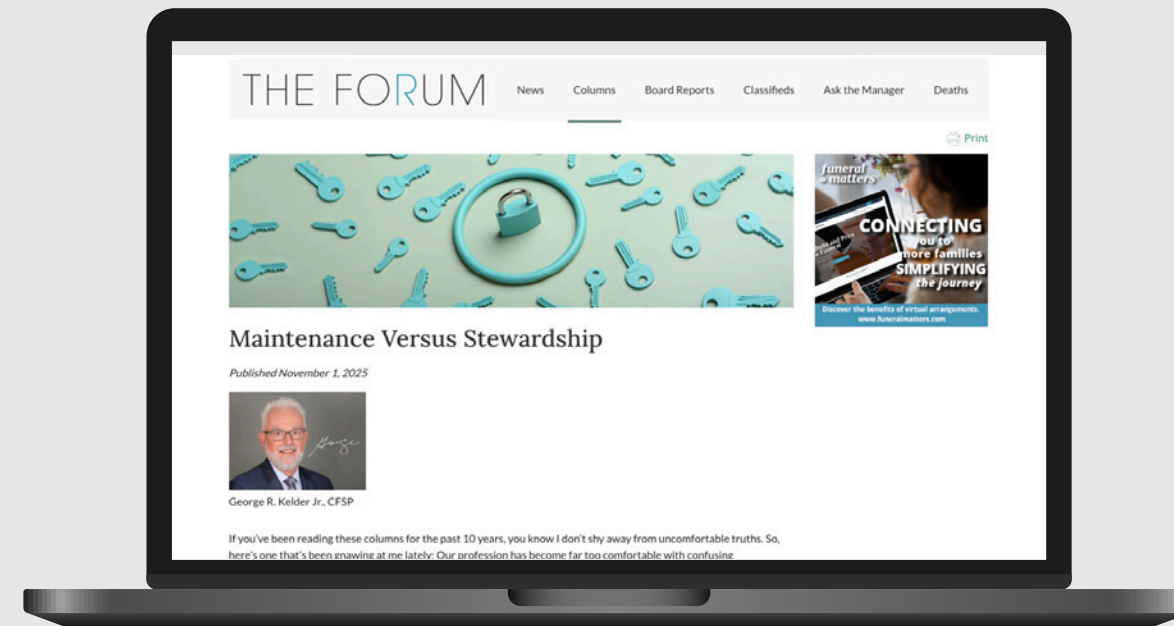


# Ad User Experience

Advertising opportunities are strategically positioned on high-traffic pages, providing a seamless experience for both funeral directors and advertisers. Your message effortlessly grabs the attention of our specialized professional audience resulting in engagement and increased brand awareness.



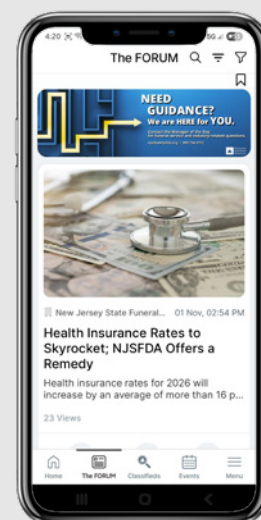
The FORUM  
Horizontal Ad (1100 x 350)



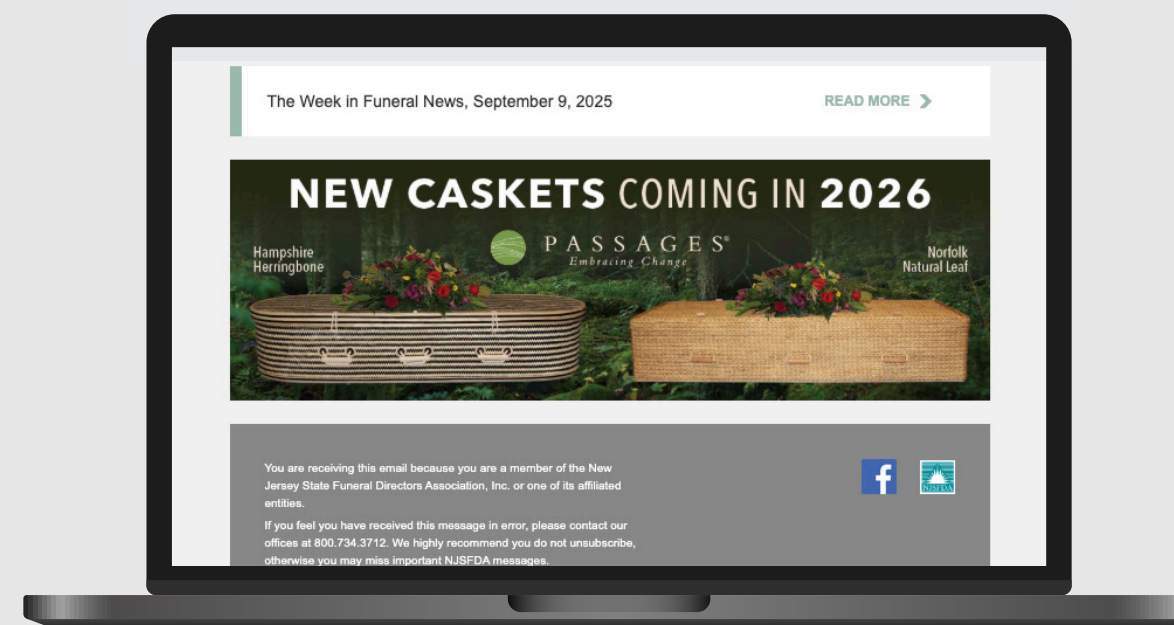
The FORUM  
Square Ad (350 x 350)



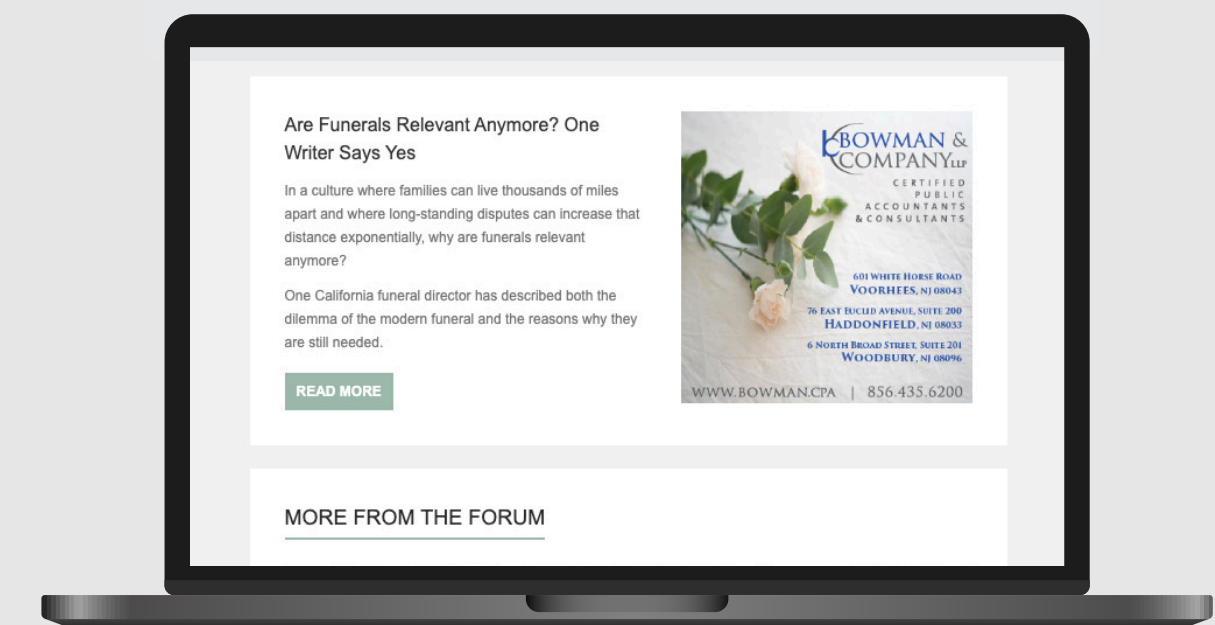
The FORUM  
Vertical Ad (350 x 700)



NJSFDA App  
Horizontal Ad (1100 x 350)



Bulletin  
Horizontal Ad (1100 x 350)



Bulletin  
Square Ad (350 x 350)

# Terms and Conditions

## Creation Rates

If you need assistance resizing your current advertising artwork or creating something new, please contact us. Our current creation rate is \$125 per hour.

## Submissions

Digital submissions may be made via email or file share, such as Dropbox. 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 is in compliance with New Jersey's legal and regulatory standards.

The NJSFDA reserves the right to refuse any Advertisement and/or Advertorial that does not meet its standards, without liability, or results in a conflict of interest with the NJSFDA and its affiliated entities. Dates, topics and locations are subject to change.

## Payments

Payment by credit card is due at the time an order is placed. Payment by check must be sent within 10 business days. Ads will not be placed until the check is received. This applies to all advertising offers.

We encourage you to plan a full year of advertising in advance in order to obtain prime ad placement. A 5 percent prepayment discount is available for customers who choose the annual payment option.

A 2.95 percent convenience fee will be added to all credit card purchases. Checks must be addressed to the New Jersey State Funeral Directors Association and mailed to P.O. Box L, Manasquan, NJ 08736-0642.

## Cancellation

All cancellations must be received in writing 30 days in advance.

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

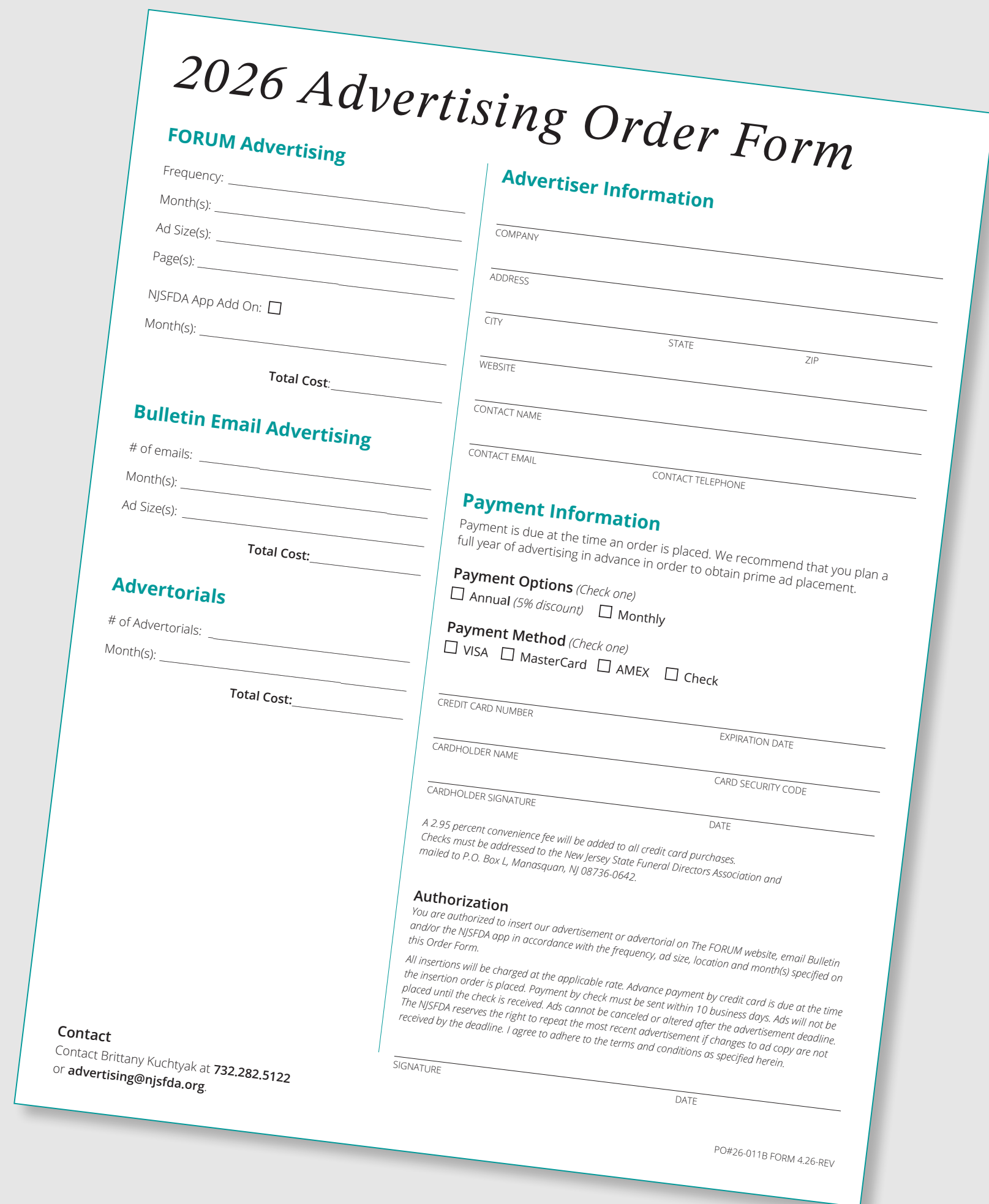
Contact Brittany Kuchtyak at **732.282.5122** or **advertising@njsfda.org** to place advertising, discuss options or learn how to supplement your marketing dollars.

TO BEGIN, COMPLETE YOUR

# Advertising Order Form

Click on the form to **download** to your desktop a fillable version and start your advertising process.

Once you have completed the form, please email it to [advertising@njsfda.org](mailto:advertising@njsfda.org).



**2026 Advertising Order Form**

**FORUM Advertising**

Frequency: \_\_\_\_\_  
Month(s): \_\_\_\_\_  
Ad Size(s): \_\_\_\_\_  
Page(s): \_\_\_\_\_  
NJSFDA App Add On:   
Month(s): \_\_\_\_\_  
Total Cost: \_\_\_\_\_

**Bulletin Email Advertising**

# of emails: \_\_\_\_\_  
Month(s): \_\_\_\_\_  
Ad Size(s): \_\_\_\_\_  
Total Cost: \_\_\_\_\_

**Advertorials**

# of Advertorials: \_\_\_\_\_  
Month(s): \_\_\_\_\_  
Total Cost: \_\_\_\_\_

**Advertiser Information**

COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
WEBSITE \_\_\_\_\_  
CONTACT NAME \_\_\_\_\_  
CONTACT EMAIL \_\_\_\_\_ CONTACT TELEPHONE \_\_\_\_\_

**Payment Information**

Payment is due at the time an order is placed. We recommend that you plan a full year of advertising in advance in order to obtain prime ad placement.

**Payment Options (Check one)**  
 Annual (5% discount)  Monthly

**Payment Method (Check one)**  
 VISA  MasterCard  AMEX  Check

CREDIT CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_  
CARDHOLDER NAME \_\_\_\_\_ CARD SECURITY CODE \_\_\_\_\_  
CARDHOLDER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

A 2.95 percent convenience fee will be added to all credit card purchases.  
Checks must be addressed to the New Jersey State Funeral Directors Association and mailed to P.O. Box L, Manasquan, NJ 08736-0642.

**Authorization**

You are authorized to insert our advertisement or advertorial on The FORUM website, email Bulletin and/or the NJSFDA app in accordance with the frequency, ad size, location and month(s) specified on this Order Form.

All insertions will be charged at the applicable rate. Advance payment by credit card is due at the time the insertion order is placed. Payment by check must be sent within 10 business days. Ads will not be placed until the check is received. Ads cannot be canceled or altered after the advertisement deadline. The NJSFDA reserves the right to repeat the most recent advertisement if changes to ad copy are not received by the deadline. I agree to adhere to the terms and conditions as specified herein.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Contact**  
Contact Brittany Kuchtyak at 732.282.5122  
or [advertising@njsfda.org](mailto:advertising@njsfda.org)

PO#26-011B FORM 4.26-REV

