

2022 MEDIA KIT



THE FORUM

The FORUM is a digital funeral service resource from the New Jersey State Funeral Directors Association, Inc. Available on all devices, The FORUM enables NJSFDA members to stay current and up-to-date on important industry information, including your company's advertising message.

OPPORTUNITIES

FORUM ADVERTISING

SPONSORSHIPS

EMAIL ADVERTISING

ADVERTORIALS

1,000+
EMAIL
RECIPIENTS

50+
WEBINAR
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 that can link to your company's website or any URL of your choice.



AD SIZE OPTIONS

HORIZONTAL AD
1100 x 350 pixels

SQUARE AD
350 x 350
pixels

VERTICAL AD
350 x 700
pixels

WEBSITE AD RATES 1x placement — 30 days

HOMEPAGE

\$300 SQUARE

\$400 HORIZONTAL

NEWS

\$450 VERTICAL

\$400 HORIZONTAL

COLUMNS & BOARD REPORTS

\$400 VERTICAL

\$300 HORIZONTAL

CLASSIFIEDS & ASK THE MANAGER

\$300 HORIZONTAL

AD SPECS

File Size: 100K Maximum

Web Resolution: 72 DPI

Formats: JPEG, GIF, PNG
No Rich Media

Color Profile: RGB

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

HORIZONTAL AD
1100 x 350 pixels

SQUARE AD
350 x 350
pixels

AD SPECS

File Size: 100K Maximum

Web Resolution: 72 DPI

Formats: JPEG, GIF, PNG
No Rich Media

Color Profile: RGB

EMAIL AD RATES l e m a i l

EMAIL

\$275 SQUARE

\$200 HORIZONTAL

EMAIL PACKAGES 3 e m a i l s

OPTION A
\$500

3 HORIZONTALS
\$100 Discount

OPTION B
\$650

2 SQUARES & 1 HORIZONTAL
\$100 Discount

OPTION C
\$725

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.

WEBINAR CE SPONSORSHIPS

ADVERTISING@NJSFDA.ORG

WWW.NJSFDA.ORG/FORUM

800.734.3712

The New Jersey Funeral Service Education Corporation is pleased to offer sponsorship opportunities for our 2022 continuing education webinars. These sponsorships are a great way to showcase your company's products and services to licensed funeral professionals.



SPONSORSHIP DATES AND TRAINING TOPICS

Each sponsorship consists of two courses.

APRIL 27 Bloodborne Pathogens
APRIL 27 Formaldehyde and Hazard Communication

APRIL 27 Revealing Your Ethical Funeral Service Orientation
JUNE 23 Revealing Your Ethical Funeral Service Orientation

APRIL 28 Funeral Service Advertising
APRIL 28 Responding to Complaints and a Review of Professional Misconduct

JUNE 22 Preneed Recordkeeping and Notifications
JUNE 22 Preneed Consumer Considerations

JUNE 23 Responding to Complaints and a Review of Professional Misconduct
JUNE 23 Funeral Service Advertising

NOVEMBER 9 Preneed Recordkeeping and Notifications
NOVEMBER 9 Preneed Consumer Considerations

NOVEMBER 10 Bloodborne Pathogens
NOVEMBER 10 Formaldehyde and Hazard Communication

Dates and topics subject to change.

IN-PERSON SPONSORSHIP OPPORTUNITY COMING SOON

SPONSORSHIP RATE

TWO WEBINARS

\$625

SPONSORSHIP SPECS

Sponsorship Includes:

- Company logo with company website link featured in a promotional email
- Company ad featured throughout both sponsored webinar presentations
- Attendees redirected to company website upon completion of webinars

SPONSORSHIP ARTWORK SPECS

Materials due: 4 weeks prior to seminar

ADS

Size: 10w x 7.5h inches
Formats: PDF
No Rich Media

Color Profile: RGB

Resolution: 450 DPI

LOGO

Size: 3w inches
Formats: JPEG or EPS
Vector, outlines

Color Profile: RGB

Resolution: 300 DPI

TERMS

*Sponsorship materials must be submitted at least 4 weeks prior to the webinar date.
Webinar Continuing Education Series' dates 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 17, 2021

APRIL FORUM

DUE DATE | FEBRUARY 18, 2022

JUNE FORUM

DUE DATE | APRIL 22, 2022

AUGUST FORUM

DUE DATE | JUNE 17, 2022

OCTOBER FORUM

DUE DATE | AUGUST 19, 2022

DECEMBER FORUM

DUE DATE | OCTOBER 21, 2022

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

\$325

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); 100K

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.

2022 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 INFORMATION

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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