

NEW JERSEY STATE FUNERAL DIRECTORS ASSOCIATION

# 2024 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 | SPONSORSHIPS | EMAIL ADVERTISING | ADVERTORIALS

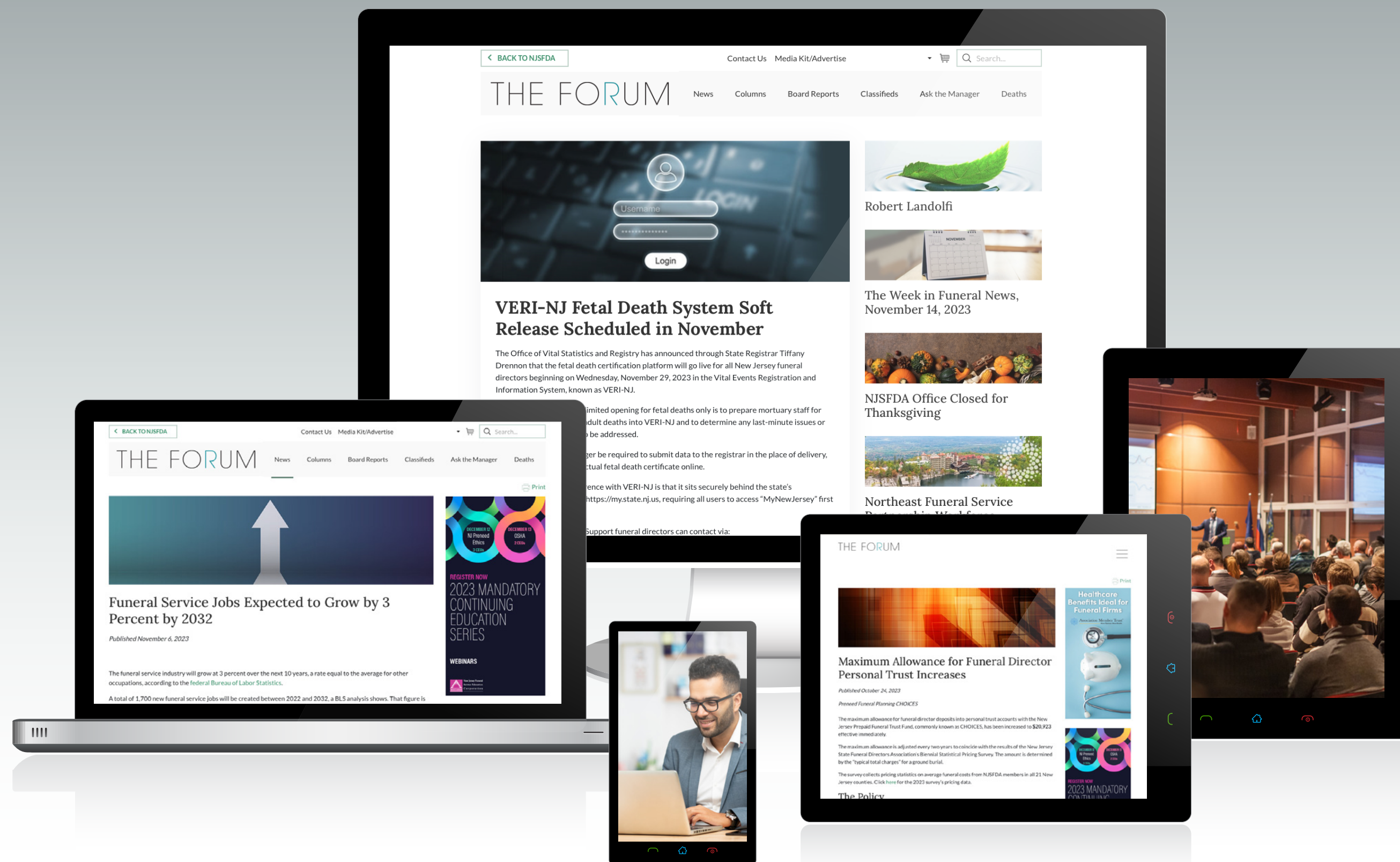
[www.njsfda.org/advertise](http://www.njsfda.org/advertise)



# Mission

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

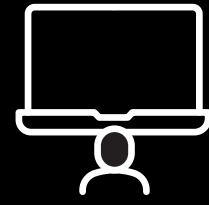
We're dedicated to promoting mortuary science and work towards elevating the professional character and education of funeral directors.



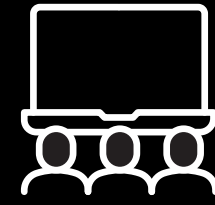
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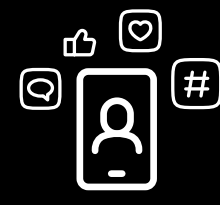
# Insights: Opportunities to Align



**500+**  
FORUM  
Monthly  
Unique  
Visitors



**30,000+**  
NJSFDA.org  
Monthly  
Views



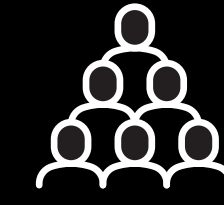
**2,600+**  
Combined  
Social Media  
Followers



**100+**  
Attendees  
Per Webinar

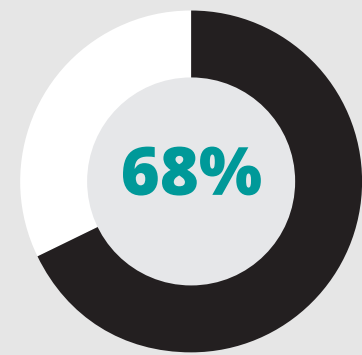


**4,400+**  
Funeral Industry  
Email Contacts

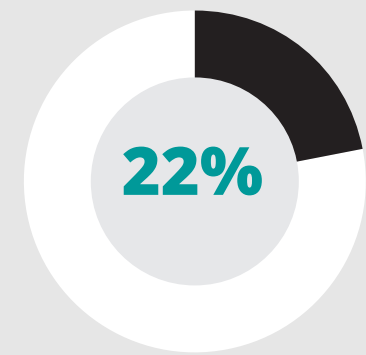


**1,000+**  
Funeral Industry  
Professionals

## Our Members Are Leaders



Owners, Managers  
and Tenured  
Funeral Directors



Active Employees  
and Leadership  
Successors



Newly Licensed  
Funeral Directors,  
Students, Retirees,  
Multi-Firm Employees

## Supporting Excellence



**1,400+**  
Licensees Attended  
2023 Online Webinars



**175**  
Licensees Registered  
for In-Person Training

# 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 more than 1,000 funeral industry professionals each week by advertising your company, product or service in The FORUM.

### 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

### View Submission Specifications and Deadlines

### Website Ad Rates *1x placement*

<b>Homepage</b>	
Square	<b>\$330</b>
Horizontal	<b>\$440</b>
<b>News</b>	
Vertical	<b>\$495</b>
Horizontal	<b>\$450</b>
<b>Columns and Board Reports</b>	
Vertical	<b>\$450</b>
Horizontal	<b>\$300</b>
<b>Classifieds and Ask the Manager</b>	
Horizontal	<b>\$330</b>





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*

Square	<b>\$305</b>
Horizontal	<b>\$220</b>

### Email Packages *3 emails*

**Essential**  
**\$550**  
3 Horizontals  
\$110 Discount

**Signature**  
**\$715**  
2 Squares and 1 Horizontal  
\$115 Discount

**Premium**  
**\$800**  
3 Squares  
\$115 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, 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*

**\$360**

### Advertorial Opportunities

February  
April  
August  
October  
December

**View Submission Specifications and Deadlines**



## *Become a Part of the Educational Journey*



Our CE platform offers a unique opportunity to share your message with a highly engaged audience. We are dedicated to fostering the professional growth of funeral directors, and we're the go-to source for dependable virtual and in-person continuing education options.

With accredited programming, we consistently draw funeral directors from New Jersey and neighboring states.





YOUR BRAND, THEIR TRUST

# 2024 Mandatory CE Webinar Sponsorships

The New Jersey Funeral Service Education Corporation hosts annual continuing education webinars to support funeral director CEU requirements. These sponsorships are a great way to showcase your company's products and services to licensed funeral professionals.

## Sponsorship Dates and Training Topics

April 17	OSHA	Bloodborne Pathogens
April 17	OSHA	Formaldehyde and Hazard Communication
April 17	Ethics	Revealing Your Ethical Funeral Service Orientation
June 20	Ethics	Revealing Your Ethical Funeral Service Orientation
April 18	NJ Law	Work First NJ/Indigent Funerals
April 18	NJ Law	Funeral Home Harassment, Discrimination and Retaliation
June 20	NJ Law	Work First NJ/Indigent Funerals
June 20	NJ Law	Funeral Home Harassment, Discrimination and Retaliation
June 26	NJ Preneed	Preneed in Perspective
June 26	NJ Preneed	Preneed from A-Z
November 13	NJ Preneed	Preneed in Perspective
November 13	NJ Preneed	Preneed from A-Z
November 14	OSHA	Bloodborne Pathogens
November 14	OSHA	Formaldehyde and Hazard Communication

## Sponsorship Rate

\$690

## Webinar Sponsorship Details

Webinar dates are bundled to allow you to share your message twice throughout the year. Each webinar has one exclusive sponsorship.

### 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
- Two corresponding social media mentions

NEW

**View Submission Specifications and Deadlines**



SPONSORSHIP WITH IMPACT, SHAPE THE CONVERSATION

# 2024 Mandatory CE Onsite Sponsorships

The New Jersey State Funeral Directors Association hosts an annual Funeral Directors Conference & Expo in Atlantic City with onsite continuing education opportunities. These sponsorships are a great way to showcase your company's products and services to licensed funeral professionals.

## Sponsorship Date

**September 17–19, 2024**

Hard Rock Hotel and Casino

*Date and location subject to change.*

## Sponsorship Rates

Promotional	<b>\$590</b>
Networking	<b>\$1,290</b>

## Onsite Sponsorship Details

### Promotional Sponsorships Include:

- Logo placement in promotional emails
- Logo and ad placement in PowerPoint presentation
- Marketing materials at registration table

### Networking Sponsorship Includes:

All items in Promotional Sponsorship

*plus*

- Networking with attendees during the event luncheon for three company representatives.

**View Submission Specifications and Deadlines**



# Submission Specifications and Deadlines

## Forum and Bulletin Ad

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

## Mandatory CE Sponsorship

### 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

## 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

## Ad, Artwork and Sponsorship Submission Schedule

Publishing Month	Ad and Sponsorship Due Date	Advertorial Due Date*
January	December 15, 2023	
February	January 24, 2024	December 16, 2023
March	February 23, 2024	
April	March 22, 2024	February 17, 2024
May	April 19, 2024	
June	May 24, 2024	
July	June 21, 2024	
August	July 19, 2024	June 16, 2024
September	August 23, 2024	
October	September 20, 2024	August 18, 2024
November	October 23, 2024	
December	November 22, 2024	October 20, 2024

*\* 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.*

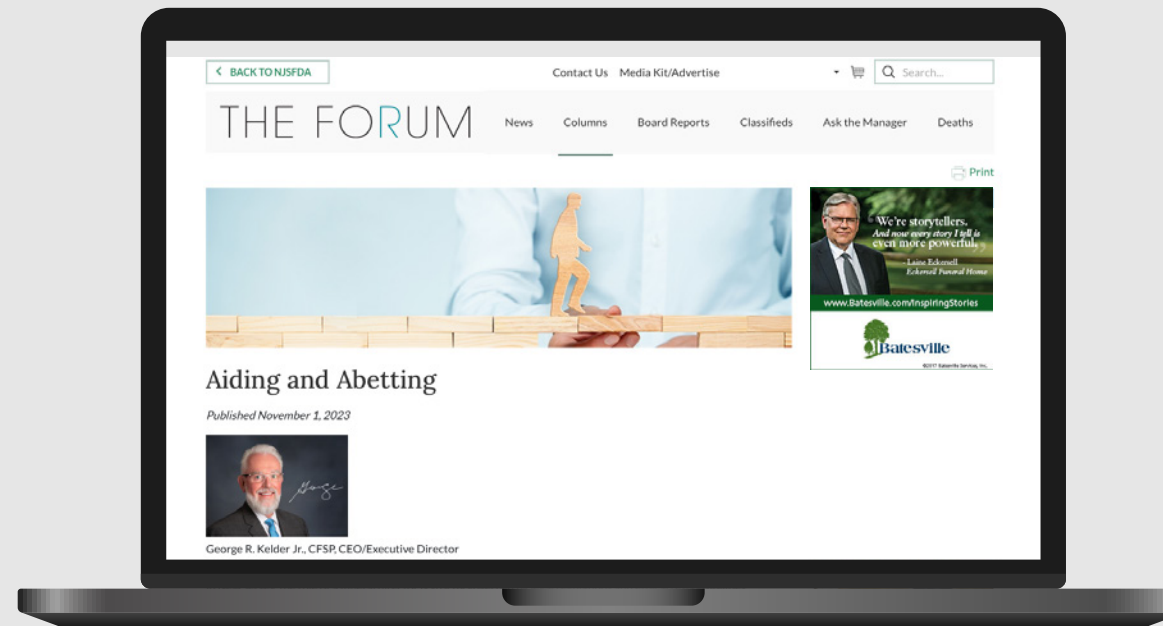


# Ad User Experience

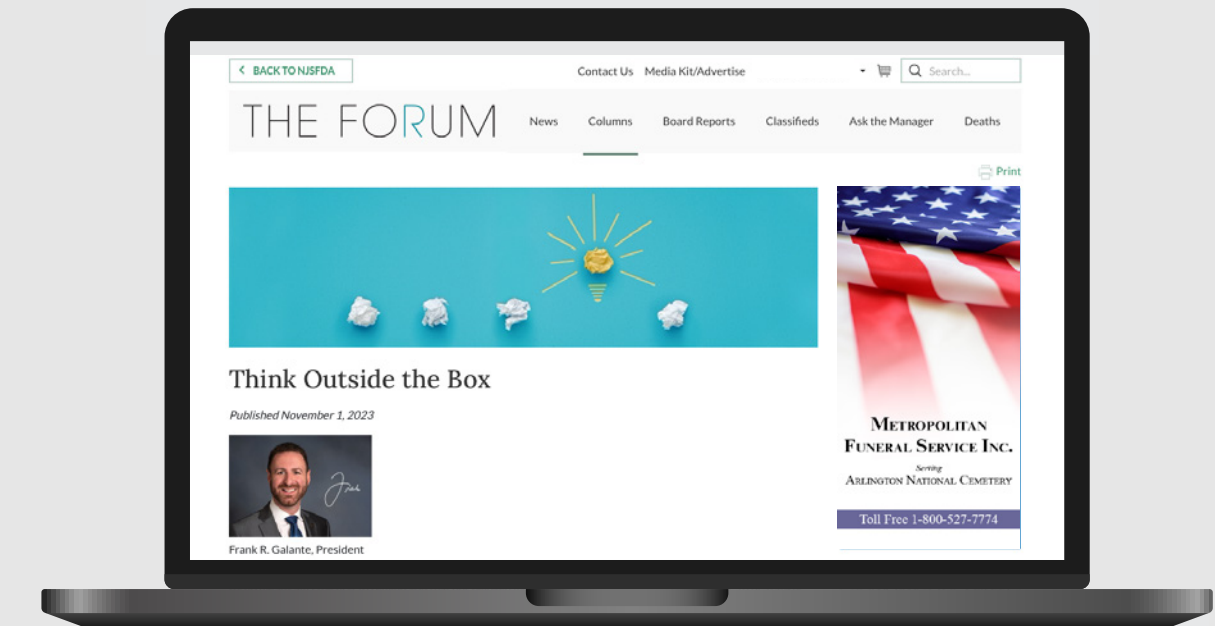
Advertising opportunities are strategically positioned on high-traffic pages, providing a seamless experience for both funeral directors and advertisers. Your message effortlessly grabs the attention of our specialized professional audience resulting in engagement and increased brand awareness.



The FORUM  
Horizontal Ad (1100 x 350)



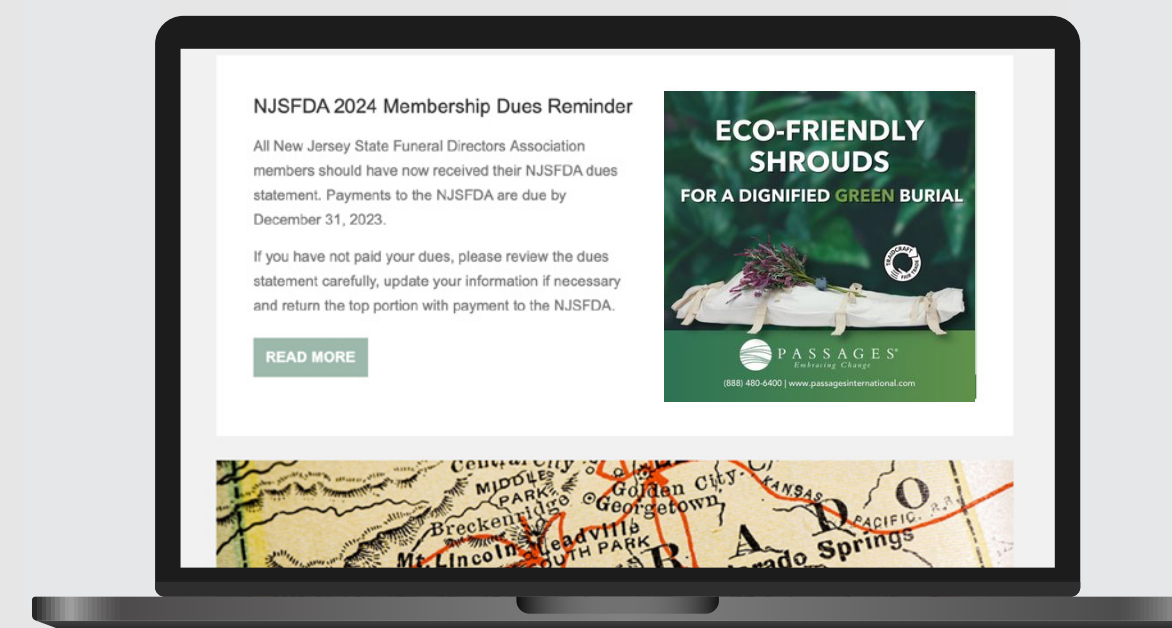
The FORUM  
Square Ad (350 x 350)



The FORUM  
Vertical Ad (350 x 700)



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, 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. Dates, topics and locations are subject to change.

## Payments

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

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

## 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 **bkuchtyak@njsfda.org** to place advertising, discuss options or learn how to supplement your marketing dollars.

# 2024 Advertising Order Form

## FORUM Advertising

Frequency: \_\_\_\_\_

Month(s): \_\_\_\_\_

Ad Size(s): \_\_\_\_\_

Page(s): \_\_\_\_\_

Total Cost: \_\_\_\_\_

## Bulletin Email Advertising

# of Emails: \_\_\_\_\_

Month(s): \_\_\_\_\_

Ad Size(s): \_\_\_\_\_

Total Cost: \_\_\_\_\_

## Webinar CE Sponsorships

# of Sponsorships: \_\_\_\_\_

Webinar Date(s): \_\_\_\_\_

Total Cost: \_\_\_\_\_

## Onsite CE Sponsorships

Promotional  Networking

Event(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

### Credit Card *(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 Bulletin and/or Continuing Education Sponsorship 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. Ads cannot be cancelled or altered after the closing date. The NJSFDA reserves the right to repeat the most recent advertisement if changes to ad copy are not received by the closing date. I agree to adhere to the terms and conditions as specified herein.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

## Contact

Contact Brittany Kuchtyak at 732.282.5122

or [bkuchtyak@njsfda.org](mailto:bkuchtyak@njsfda.org).