

Newsletters

Etch your brand name in memory with video and display advertisements

Website

Draw visits to your website with a linked ad on the NYSFDA website

Email

Get inside emails reaching hundreds of funeral directors each week

New York State Funeral Directors Association:
800.291.2629
socialmedia@nysfda.org

Visit our website:
www.nysfda.org

Expanding Reach



NYSFDA Website

Regulatory guidance and important documents draw thousands of views to our website.

Our members serve hundreds of thousands of families each year, covering the Empire State's population centers - from New York City to Buffalo - as well as in rural areas.

The most popular public page on the website - the NYSFDA Classifieds - draws views from thousands of funeral service professionals in New York and beyond with regularly updated staff wanted, for sale or rent, seeking employment and items for sale or rent.

Advertising space is available on the classifieds section and video newsletter webpages.

Email Advertising

Powerful direct outreach gets your message to the inbox of more than 1,500 recipients of the NYSFDA's weekly e-mail eClips - shared only with NYSFDA members, and funeral service students.

Sent each Friday, eClips outlines news of the Funeral Profession at the state, national and international levels along with alerts on educational opportunities, upcoming events, member benefits and industry news.

Ads in eClips are also linked to the Advertiser's website.

Video Advertisement

Display your content in a video clip added to the Headline Video of NYSFDA's bi-monthly video magazine *The Calling*.

Hosted on our website, this 10-video production provides members with updates on the profession, legal topics, education events and monthly messages from both the Association's President and Executive Director.

Advertising space is also reserved on the sidebar of the Web page featuring our video newsletter *The Calling*.

Website Advertising



POSITION	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Sidebar (A)	\$50	\$140	\$275	\$550
Sidebar (B)	\$75	\$210	\$420	\$825
Advertisement Size Guide				
Sidebar (A)	180 w x 180 h (pixels)			
Sidebar (B)	180 w x 500 h (pixels)			

Email Advertising - eClips

AD TYPE	1 WEEK	1 MONTH	1 YEAR
Logo with link	\$50	\$180	\$560
Video link box	\$100	\$380	\$1,100
Display Ad with link	\$100	\$380	\$1,100
Ad size: 800 pixels wide by 600 pixels high			

The Calling Video Magazine Webpage - Sidebar Ad

1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$75	\$210	\$420	\$825
Ad size: 180 pixels wide by 500 pixels high			

Print Advertising - *Directions Magazine*



Published six times annually, *Directions Magazine* provides members with up-to-date news on the funeral profession, business tips and Association updates in an engaging, colorful format. Full-color advertisements are available in three sizes: Full page, half page and quarter page. **Prices are listed per-edition.**

DIRECTIONS DISPLAY AD	FULL PAGE	HALF PAGE	QUARTER PAGE
1 EDITION	\$600	\$350	\$200
6 EDITIONS	\$575	\$325	\$175

Video Ads - *The Calling*

VIDEO LENGTH	1 EDITION	6 EDITIONS
15 SECONDS	\$350	\$550

Classifieds Listings



NYSFDA's popular Classifieds listing service has grown to serve non-members and firms outside of New York State. The NYSFDA's Classifieds listings are posted both on the NYSFDA website and in the bi-monthly print publication *Directions Magazine*. Classified sections are: Staff Wanted, For Sale/Rent, Seeking Employment and Wanted. Listings for out-of-state firms and non-members are provided on a PREPAY basis - listing will begin when payment is received. **Each Classified listing is posted for \$50 per-month.**

Ad Choices & Contract 2020

Website Advertisements

Ad Selection	1 Month	3 Months	6 Months	1 Year	Size Guide (pixels)
Sidebar (A)					180 x 180
Sidebar (B)					180 x 500
<i>The Calling</i> Sidebar					180 x 500

Email Advertisements - eClips

Ad Style	1 Week	1 Month	1 Year	Size
Logo With Link				Square - 200 pixels
Video Link Box				Auto-sized
Display Ad With Link				800 x 600 pixels

Print Advertisements - *Directions* Magazine

Ad Selection	1 Edition	6 Editions	Size Guide (Inches)
Full Page			8 x 10.5
Half Page			8 x 5.25
Quarter Page			8 x 2.5

Directions Magazine Ads Month Selection

January	March	May	July	September	November
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Video Advertisements - *The Calling* Video Magazine

Video Length	1 Edition	6 Editions
15 Seconds		

The Calling Video Magazine Ads Month Selection

February	April	June	August	October	December
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Details: Advertisements are accepted for Funeral Service-related products and services only. This does, however, include products and services applicable to a small business, such as office supplies, telecommunications, etc. NYSFDA reserves the right to reject any ad. Advertisers receive an electronic copy of publications - or a link in the case of *The Calling* video magazine. Invoices are sent via email. Ad copy is due the 15th of the month prior to publication. We cannot guarantee precise placement date nor space availability. Ads are provided on a first-come, first-served basis. In the case of the NYSFDA website, sidebar advertisements will be placed from top to bottom in the order they are received. Any questions? Contact us at 800-291-2629 or e-mail socialmedia@nysfda.org

Ad Request - Advertiser Information

Company	
Billing Address	
Email Address	
Contact Person	Phone #
Signature	