



September 17, 2021

Private
Label

Contract is ending?
Get more for less.

State-Wide News

On the 20th anniversary of 9/11, America honors the memory of those who were lost: "We remember"
Solemn crowds around the country gathered in silence Saturday for the 20th time to remember the nearly 3,000 people killed in the Sept. 11, 2001, attacks that forever changed the nation.

WNJ National Cemetery Memorial in need of flags
Western New York National Cemetery Memorial Council is asking folks to donate their treasured interment flag to the Avenue of Flags.

New York City's job picture grows cloudier as fall approaches
New York City's recovery from the pandemic recession came to a screeching halt over the summer as private sector jobs declined and the city's unemployment rate remained stuck at twice the national average.

National & International News

'This is where God has placed us': Andre Dawson, wife own Florida Funeral home swamped with COVID-19 deaths
Former Chicago Cub and Baseball Hall of Famer Andre Dawson moonlights in retirement as a funeral home owner in Florida. In a year and a half, he said COVID-19 has never been this bad. Paradise Memorial Funeral Home has yet to turn away any family in mourning, but Dawson worries it could happen.

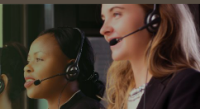
Cremation requests are up, Montana rates beat national average
More and more people in the United States are choosing to be cremated, and Montanans are making the choice way more frequently than the national average, according to Montana State University Extension.

Black morticians dying in record numbers because of COVID-19, creating voids in their communities
Black funeral directors have long been a stable and stellar part of the African American community. But their role as elite and successful local business leaders is being exhausted by a growing number of Black morticians dying due to COVID-19.

Funeral directors call for further change of heart
The Funeral Directors Association of New Zealand this morning announced that it has called on the Government for a further change of heart for funerals and tangihanga as the lockdowns are extended for another week.

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Directions

May 2021 A members-only publication of the New York State Funeral Directors Association, Inc.



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Inside This Issue

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October 2021

NYSFDA Closing Schedule

NYSFDA Offices will be closed **October 11, 2021** in observance of Columbus Day.

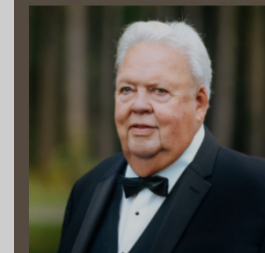


Leadership Introduction

Executive Director, Michael A. Lanotte

This month Mike details the results of the member survey and the **positive feedback** of the recent volunteer day.

[Watch Video](#)



President's Message

President, John J. Kelly

In John's first message as President, he assures that the three main concerns - education, membership, and the funeral assistant program - by our members are important and will be addressed.

[Read Message](#)



Competitive Rates For Your New Ride

It's a great time to purchase that vehicle you've been considering! Whether it's a car to fit the whole family or motorcycle for one, act fast. DCCU's Fall Consumer & Recreational Vehicle Loan Special is available for a limited time.

October 15 - November 15, 2021

Rates as low as

2.24% APR for new consumer & recreational vehicles (2020-2021)
2.74% APR for used consumer & recreational vehicles (2020-present)

2022 NYSFDA Media Kit

Advertising Opportunities

Digital Newsletter | Email | Website

Our Reach

1,750+ email recipients | 41.5% average email open rate | 8% average click rate
4,500+ monthly web visitors | 15,000+ monthly page views

Reach New York State's funeral service professionals through NYSFDA's resource publications, targeted emails, and high-traffic website. We offer a variety of advertisement sizes and placements that link your target audience directly to your company's website or URL of choice.

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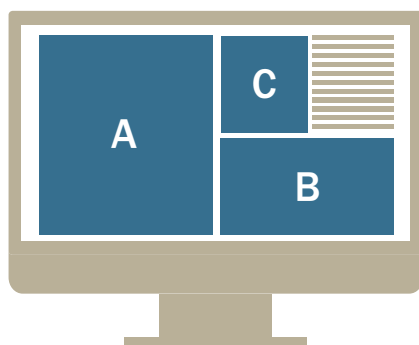
www.nysfda.org | 800.291.2629 | socialmedia@nysfda.org



Digital Newsletter *Advertising*

Directions

Directions is NYSFDA's bimonthly digital magazine. Distributed to our full membership, this is a popular resource providing industry news, association updates, and business tools and tips.



Full Page Ad - A - 8.5in x 11in

1 edition - \$650/placement 6 editions - \$3,600

Half Page Ad - B - 8.5in x 5.5in

1 edition - \$375/placement 6 editions - \$2,100

Quarter Page Ad - C - 4.25in x 5.5in

1 edition - \$250/placement 6 editions - \$1,350

The Calling

The Calling is our video newsletter designed to inform our members and celebrate the industry.



Half Banner Ad - A - 564px x 141px

1 edition - \$275/placement

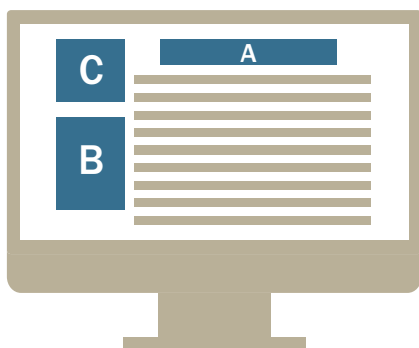
6 editions - \$1,500



Website Advertising

nysfda.org

The NYSFDA website has been redesigned! Now offering funeral director members and industry partners a more modern, user-friendly experience and providing advertisers with larger, more prominent display ad options.



Leaderboard - A - 728px x 90px

Homepage - \$350/placement | 1 month

Vertical Rectangle - B - 400px x 600px

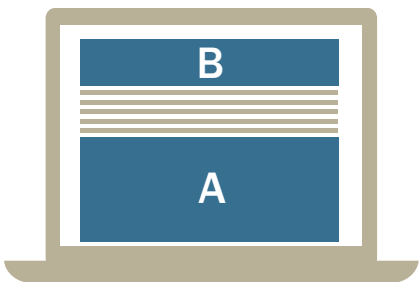
Interior Page - \$250/placement | 1 month

Square - C - 400px x 400px

Interior Page - \$175/placement | 1 month

Email Advertising

eClips



eClips is NYSFDA's weekly email featuring news from across the state and around the globe.

Full Banner Ad - A - 564px x 296px

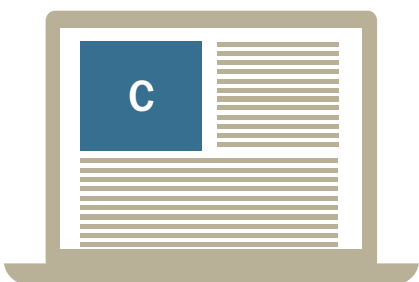
1 week - \$90/placement

1 month - \$325

Half Banner Ad - B - 564px x 141px

1 week - \$75/placement

1 month - \$275



Square Ad - C - 200px x 200px

1 week - \$50/placement

1 month - \$185

2022 Ad Choices & Contract

Advertiser Information

Company: _____

Contact Person: _____

Primary Email: _____

Billing Email (if different): _____ Phone #: _____

Signature: _____

Website Advertising

Leaderboard - 728px x 90px

1 month _____

Vertical Rectangle - 400px x 600px

1 month _____

Square - 400px x 400px

1 month _____

Email Advertising - eClips

Full Banner Ad - 564px x 296px

1 week _____ 1 month _____

Half Banner Ad - 564px x 141px

1 week _____ 1 month _____

Square Ad - 200px x 200px

1 week _____ 1 month _____

Digital Advertising - Directions

Full Page Ad - 8.5in x 11in

1 issue _____ 6 issues _____

Half Page Ad - 8.5in x 5.5in

1 issue _____ 6 issues _____

Quarter Page Ad - 4.25in x 5.5in

1 issue _____ 6 issues _____

Ad Month Selection

Jan _____ May _____ Sept _____

Mar _____ July _____ Nov _____

Video Advertising - The Calling

Half Banner Ad - 564px x 141px

1 edition _____ 6 editions _____

Ad Month Selection

Feb _____ June _____ Oct _____

Apr _____ Aug _____ Dec _____

Details: Advertisements are accepted for Funeral Service-related products and services including products and services applicable to small business. NYSFDA reserves the right to reject any ad. Advertisers receive an electronic copy of publications. 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. 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 **socialmedia@nysfda.org**.