



## MFDEA 2022 MEDIA RATES

Published by Missouri Funeral Directors & Embalmers Association

E: [publications@mofuneral.org](mailto:publications@mofuneral.org) 1757 Woodclift Dr Suite 202 Jefferson City MO 65109 P: 573-635-1661

### MARKETING OPTIONS:

**Direct Marketing Email:** Product Spotlight emailed direct to member base. Trade member rate is \$350 per email blast. Non-member rate is \$500 per email blast. Endorsed companies receive one complimentary email per quarter with MFDEA trade firm membership.

**Weekly video ads:** Branded ad on our weekly video emails. Cost for one week is \$25 and four weeks for \$75.

**Monthly newsletter:** Branded ad on our monthly email newsletter. Cost for one month is \$25 and three months for \$60.

**MFDEA Podcast:** New in 2022. A 10-second one-run ad cost \$25. Run same ad four times for \$75.

### MAGAZINE OPTIONS:

Digital ads with interactive links to your website, specific page on website, or contacts.

AD LOCATIONS	4 Issues (per issue)	2-3 Issues (per issue)	1 Issue
Inside Front Cover	\$290	\$340	\$390
Inside Back Cover	\$280	\$330	\$380
Back Cover	\$270	\$320	\$370
Full Page	\$260	\$310	\$360
One-half Page	\$250	\$300	\$350
One-fourth Page	\$240	\$290	\$340

Ad Size	Width	X	Height
Full Page	7 1/2"		10"
One-half Page	7 1/2"		4 3/4"
One-half Page	3 1/2"		10"
One-fourth Page	3 1/2"		4 3/4"
One-eighth Page	3 1/2"		2 7/16"
Rotating Logo	728 px		90 px

#### Magazine Content/Artwork Deadlines:

Spring: March 31

Summer: June 30

Fall: September 31

Winter: December 20

Submit your electronic, full color file of your advertisement confirming to the sizes shown above. Acceptable formats—PDF, JPG, JPEG, PNG—resolution 72 dpi in RBG mode.

**Submissions and Questions:** [publications@mofuneral.org](mailto:publications@mofuneral.org)

**Advertorial:** Full color, full page article style ad with photos and contact info promoting your products and services. Single issue rate is \$360. Member rate is \$260. 25% discount per advertorial for multiple issues with prepayment.

**Classified Ad:** Free to MFDEA Members. \$20 per issue for Non-members. Ads will be placed once in quarterly magazine and on social media. Also listed on [www.mofuneral.org](http://www.mofuneral.org) for 3 months.



# 2022 Advertising Agreement

## Missouri Funeral Directors & Embalmers Association

Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Phone: \_\_\_\_\_

Ad type (s): \_\_\_\_\_

Ad cost (s): \_\_\_\_\_ x # run times \_\_\_\_\_ = Total \$ \_\_\_\_\_

Special instructions:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Payment:

Please "X" \_\_\_\_\_ Full payment enclosed  
\_\_\_\_\_ Email my invoice  
\_\_\_\_\_ Call for credit card info

### Return to:

MFDEA  
1757 Woodclift Dr Suite 202  
Jefferson City MO 65109

Contact: Bobbi Crowder

Phone: 573-635-1661

Email: bobbi@mofuneral.org

### General Information

**All ads must be approved by the MFDEA. MFDEA reserves the right to refuse publication of any advertisement.**

For each signed agreement of three or more issues, you will receive one free digital copy of The Missouri Funeral Director. Full Page advertisers will receive two free digital copies with each signed contract of three or more issues. Be sure to indicate on this agreement where copies are to be sent. Additional subscriptions can be purchased at the \$25 annual subscription rate.

Please provide name and email to receive the digital magazine if different than above.

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