

The MISSOURI FUNERAL DIRECTOR



2026 MEDIA KIT

The Official Publication of The Missouri Funeral Directors and Embalmers Association



WHO ARE WE?

One of the larger state associations for funeral directors in the nation, the Missouri Funeral Directors and Embalmers Association (MFDEA) provides education and training, professional networking, and a voice in the legislature for its members. *The Missouri Funeral Director* is a critical component of the MFDEA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

WHY MFDEA?

- ⇒ MFDEA's members serve families in **all 114 Missouri counties & St Louis City.**
- ⇒ **600 Missouri funeral homes** are part of the MFDEA family.
- ⇒ **80% of the funeral home industry in Missouri** is represented by MFDEA.

Digital Magazine Ads

Ad Size	4X Year Price	1X
Full Page	\$820	\$230
1 / 2 Page	\$580	\$170
1 / 4 Page	\$460	\$140
1 / 8 Page	\$340	\$105

Ads That Hit Different

Advertorial—a full page ad that looks like an article. It's a unique way to get more details to buyers in an interesting, informative manner. Ad to include photos, graphics, logo and contact info. \$195 per advertorial.

eBlast—a promotional email highlighting your company, products, services, and contact info. This one time email is sent to all MFDEA members including funeral homes, funeral directors, and embalmers. \$195 per eBlast.

MISSOURI FUNERAL DIRECTOR MAGAZINE

Published by Missouri Funeral Directors & Embalmers Association

www.mofuneral.org 1757 Woodclift Dr Suite 202 Jefferson City MO 65109 573-635-1661



Ad Size	Width	X	Height
Full Page	7 1/2"		10"
1 / 2 Page	3 1/2"		10"
1 / 4 Page	3 1/2"		4 3/4"
1 / 8 Page	3 1/2"		2 7/16"

Acceptable formats—JPG, JPEG, PNG, PDF

Resolution: 72 DPI

Color: RGB

Bleed: Keep all important information at least 0.5" away from trim line inside page edge.

Submit your full color file in a size shown above.

Statewide Reach

Over 600 Missouri funeral homes subscribe to the Missouri Funeral Director magazine.

Contact Links

Make it easy for MFDEA members to find you.

The Missouri Funeral Director Magazine is published seasonally.

Spring—March or April

Summer—June or July

Fall—September or October

Winter—December or January

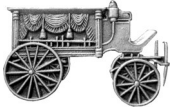
Artwork deadline:

You will be contacted in a timely manner to create your ad artwork.

Inquires and Questions

Communications Manager: Bobbi Crowder

Contact: bobbi@mofuneral.org or 573-635-1661



Advertising Agreement

Missouri Funeral Directors & Embalmers Association

www.mofuneral.org 573-635-1661 publications@mofuneral.org

Company: _____

Billing Address: _____

Billing City/State/Zip: _____

Contact: _____ Email: _____

Signature: _____ Phone: _____

Magazine Ads

Ad Size: _____

⇒ 4 ads in each issue of the Missouri Funeral Director magazine Full year price \$ _____

⇒ Individual ad price: \$ _____ x Number of Issues: _____ = Ad total \$ _____

Check issues: _____ Spring _____ Summer _____ Fall _____ Winter

Advertorial: _____ Ad cost: _____ x # runs _____ = Total \$ _____

Check issues: _____ Spring _____ Summer _____ Fall _____ Winter

Total Advertising cost: \$ _____

Payment:

___ **Check** / Make payable to MFDEA. Mail to: MFDEA, 1757 Woodclift Dr Suite 202, Jefferson City MO 65109

___ **Invoice for credit card payment** / Email to: _____

General Information

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

Receive one free subscription of the Missouri Funeral Director with each signed advertising agreement. Second subscription is available at an advertiser price of \$25.

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

Name: _____ Email: _____