

# 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.

## Rates Include 25% Member Discount

Ad Size	4X Year Price	1X
Full Page	\$560	\$160
1 / 2 Page	\$460	\$135
1 / 4 Page	\$360	\$110
1 / 8 Page	\$260	\$85

## Advertorial— Hits Different

This format is 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.

\$150 per advertorial.

# 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



<b>Ad Size</b>	<b>Width</b>	<b>X</b>	<b>Height</b>
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: \_\_\_\_\_