The MISSOURI FUNERAL DIRECTOR

2027 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 by advertising with us.

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.
- ⇒ **70% of the funeral home industry in Missouri** is represented by MFDEA.
- ⇒ Send high-intent leads straight to your landing page.
- ⇒ We publish four quarterly digital magazines per year.
- ⇒ Members receive 25% off regular priced ad rates.

MEMBER RATES includes 25% off

Magazine Ads

Ad Size	Save! Ads in All 4 Issues	Single Issue
Full Page	$820	$230
1 / 2 Page	$580	$170
1 / 4 Page	$460	$140
1 / 8 Page	$320	$105

Magazine Ad in Article Style

Advertorial—a full page ad in the Missouri Funeral Director magazine that reads like an informative article. It's a unique way to share more details with buyers in an interesting and attractive format. Include photos, graphics, logo, and contact info. $195 per issue.

Direct Marketing

Drive leads directly to your platforms with an eBlast. Create content to say exactly what you are promoting including graphics and contact info. A one time email is sent directly to 800+ MFDEA funeral homes, funeral directors, and embalmers for $225.

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.

Directly Linked To You!

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: publications@mofuneral.org

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: _____

- ◊ Check which issues: Winter _____ Spring _____ Summer _____ Fall _____
- ◊ Ad price: $_____ x Number of Issues: _____ = Total $ _____

Advertorial: Ad price: $ _____ x # runs _____ = Total $ _____

- ◊ Check issues: _____ Spring ____ Summer ____ Fall ____ Winter

eBlast: Ad price: $ _____ x # _____ = Total $ _____

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 2 free subscriptions of the Missouri Funeral Director with each signed advertising agreement.

Additional subscriptions are available at an advertiser price of $25 per year.

Provide names and emails to receive the digital magazine.

Name: _____ Email: _____

Name: _____ Email: _____