

2023 MEDIA KIT



The Official Publication of the Montana Funeral
Directors Association

Your Brand, Promoted.

Make sure your company is top of mind. The Directors Digest magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.

Advertise in this publication and get your brand in the hands of your fellow association members, AKA your target market.

CUTTING-EDGE EDITORIAL CONTENT:

Every quarter the MTFDA journal, the Directors' Digest magazine reports and analyzes the stories that shape the world of funeral service professionals in order to help them operate their funeral homes, cemeteries, crematories and/or affiliated businesses more effectively and better serve families. The publication consistently offers objective, in-depth features on the trends affecting these businesses, expert analysis of legislative and regulatory developments, and thought-provoking opinions by leaders within the profession, and include the following topics:

- Current funeral service issues
- Expert analysis of the trends impacting consumer preferences for funerals and memorialization services
- How-to advice that helps our members adapt their existing businesses to better meet the needs of today's families and other features of interest within the profession
- Growth management
- Compliance & regulatory issues within the industry
- Leadership
- Technology
- Training opportunities
- Association events & training opportunities

VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT:

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so MFDA members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)



Directors Digest magazine is the official publication of the Montana Funeral Directors Association.

2023 Publication and Advertising Schedule		
Issue	Editorial Artwork Due	Mail Date
1	Jan 26, 2023	Feb 21, 2023
Directory	Feb 21, 2023	Mar 21, 2023
2	Apr 27, 2023	May 23, 2023
3	Jul 27, 2023	Aug 22, 2023
4	Oct 26, 2023	Nov 21, 2023



VIEW ONLINE AT:



directors-digest.thenewslinkgroup.org/

Print Ad Pricing

2023 Print Advertising Rates	
Size	Per Term (4 issues + Directory)
Full Page	\$2,967
1/2 Page	\$2,225
1/4 Page	\$1,669
Page 3, 5 or Premium	\$3,482
Inside Front/Back Covers	\$3,224
Outside Back Cover	\$3,482
Print + Digital Premium Pkg.	\$3,482

Centerfold space available; call for rates.

Full Page Ad
8.5" x 11"
with a .25" bleed and type safety on all sides

1/4 Page Ad
3.625" x 4.625"

1/2 Page Ad
7.5" x 4.625"

Outside Back Cover Page Ad
8.5" x 8.5"
with a .25" bleed and type safety on sides and bottom

NOTE:
If a Full Page Ad or Outside Back Cover Ad is sent in without the .25 bleed, the ad will be resized to fit the page with a white border around it.
(all sizes = width x height)

Legend:
— Type Safety
— Bleed
 Ad Space
 Page

Directory Ad Specifications

Full Page/Outside Back Cover Ad: 5.5" x 8.5"
with a .25" bleed and type safety on all sides

1/2 Page Ad: 4.5" x 4"

1/4 Page Ad: 2.25" x 2"

Digital Ad Specifications and Pricing

EVERY DIGITAL AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

- Your logo or company name
- A value proposition
- An image or visual representation of your service
- A clear call to action with contact information

2023 Digital Advertising Rates	
Size	Per Issue
Issue Homepage Skyscraper	\$475
Leaderboard Top (exclusive to entire publication)	\$800
Article Leaderboard (exclusive to one article)	\$375

Digital ad formats:
.jpeg, .jpg, .png, .gif

File size: 50KB or smaller

Issue Homepage Skyscraper:
300px X 500px

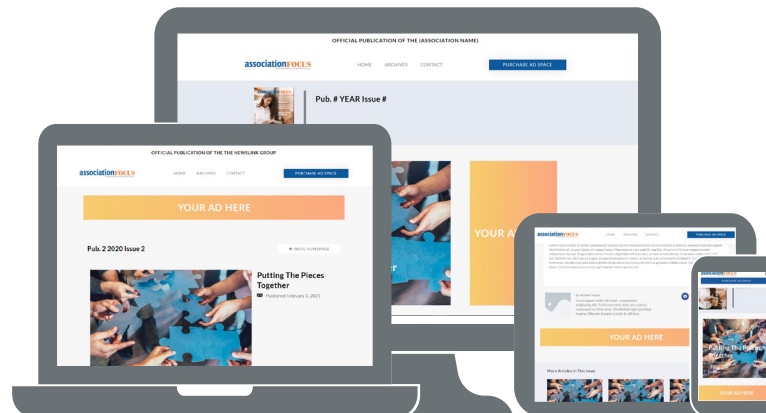
Issue Homepage Skyscraper (mobile):
600px X 120px

Leaderboard:
970px X 90px

Leaderboard (mobile):
600px X 120px

Resolution: 72-150 ppi

125 characters of text or less
Images that consist of more than 20% text may experience reduced delivery.



Are you ready for growth? Go crazy. Be seen.

Contact us today to advertise in this publication.

Purchase an ad in the Directors Digest Magazine.

Name	Company	Title	
Phone	Email		
Address			
City	State	Zip Code	Country
Website			
Production Contact Name		Production Contact Email	

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
1/2 Page			
1/4 Page			
Page 3, 5, 7 Premium			
Inside Front/Back Covers			
Outside Back Cover			
Print + Digital Premium Pkg.			

Digital Ad Size	# of Issues	Run Dates	Total Cost
Issue Homepage Skyscraper			
Leaderboard Top (all articles)			
Article Leaderboard (one article)			

Ad Design: We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.
 We will pay you to design our ad for \$250.

Payment Method:

Please invoice me
 Credit Card

CC Number	Signature of Purchaser	
Exp. Date	CVV Code	Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

NewsLINK Group: _____

