

2024

MEDIA KIT

DIRECTORS *Digest*

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 MFDA members, AKA your target market.

CUTTING-EDGE EDITORIAL CONTENT

Every quarter 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.

2024 Production Schedule*

| Issue | Editorial Artwork Due | Estimated Mail Date |
|-----------|-------------------------|---------------------|
| Issue 1 | January 26, 2024 | February 21, 2024 |
| Directory | February 23, 2024 | March 20, 2024 |
| Issue 2 | April 26, 2024 | May 22, 2024 |
| Issue 3 | July 26, 2024 | August 21, 2024 |
| Issue 4 | October 25, 2024 | November 20, 2024 |

* The Editorial | Artwork Due date is the projected production start date and the date we need the content for the issue noted.

* Based on the needs of the Association, these dates may be pushed back to accommodate events, legislative concerns or last minute news, which makes the publication current and relevant and increases the value to members and advertisers. However, all publications are published as close to these dates as possible.

* Digital ads are published on the same schedule as the print magazine. In other words, one supports the other, which has proven ROI.



TO VIEW THE MAGAZINE ONLINE
SCAN THE QR CODE



directors-digest.thenewslinkgroup.org

Are you ready for growth? Go crazy. Be seen.
Contact us today to advertise in this publication.

 **THE newsLINK group**
thenewslinkgroup.org use your words. tell your story.

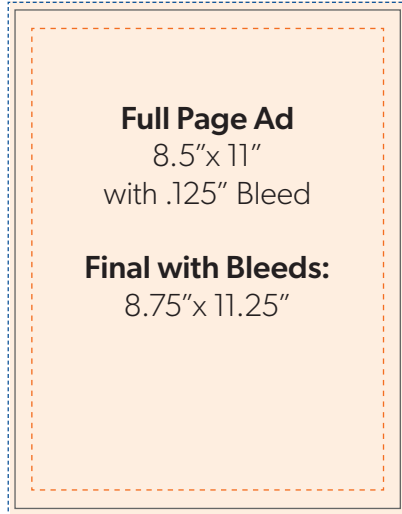
801.676.9722 | 855.747.4003
sales@thenewslinkgroup.org

Print Ad Specifications and Pricing

2024 Advertising Rates

| Size | Per Term (4 issues + Directory) |
|------------------------------|------------------------------------|
| Full Page | \$3,115 |
| Half Page | \$2,336 |
| Quarter Page | \$1,752 |
| Page 3, 5, or Premium | \$3,656 |
| Inside Front/Back Covers | \$3,385 |
| Outside Back Cover | \$3,656 |
| Print + Digital Premium Pkg. | \$3,656 |

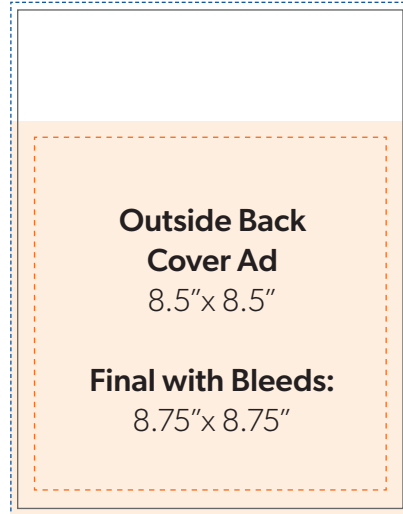
Centerfold space available; call for rates.



Full Page Specifications:

- Artwork Trim Size: 8.5" x 11"
- Bleed: 0.125"
- - - Text Safe Area: 0.25" from all edges (All text must be within this area to avoid being trimmed off.)

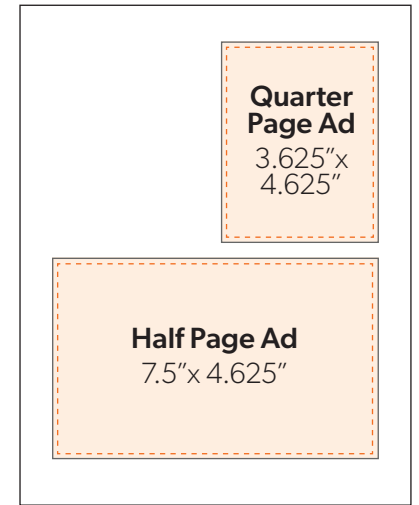
Final Size with bleeds: 8.75" x 11.25"



Outside Back Cover Specifications:

- Artwork Trim Size: 8.5" x 8.5"
- Bleed: 0.125"
- - - Text Safe Area: 0.25" from all edges (All text must be within this area to avoid being trimmed off.)

Final Size with bleeds: 8.75" x 8.75"



Quarter Page Specifications:

- Artwork Size: 3.625" x 4.625"
- - - Text Safety Area: 0.125" from edges

Half Page Specifications:

- Artwork Size: 7.5" x 4.625"
- - - Text Safety Area: 0.125" from edges

- All ads MUST be submitted in a press-ready format (300dpi PDF or 300dpi .jpg format).
- If a full page ad or outside back cover is submitted without a 0.125" bleed, the ad will be resized to fit the page with a 0.25" white border around it.

(All measurements are width x height.)

Digital Ad Specifications and Pricing

2024 Digital Advertising Rates

| Size | Per Issue |
|---|-----------|
| Issue Homepage Skyscraper | \$475 |
| Top Leaderboard (exclusive to entire publication) | \$800 |
| Article Leaderboard (exclusive to one article) | \$375 |

EVERY AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

Acceptable Digital Ad File Formats:

.jpeg, .jpg, .png, .gif

File Size:

50KB or smaller

Skyscraper:

300px X 500px

Skyscraper (mobile):

600px X 120px

Leaderboard:

970px X 90px

Leaderboard (mobile):

600px X 120px

125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

• **LEADERBOARD (DESKTOP & TABLET)**
970px x 90px

• **SKYSCRAPER (MOBILE)**
• **LEADERBOARD (MOBILE)**
600px x 120px



• **SKYSCRAPER (DESKTOP & TABLET)**
300px x 500px

Purchase an ad in the Directors Digest Magazine.

Company Information

| | | | |
|--------------|-------|----------|--|
| Name/Title | | Company | |
| Phone | Email | | |
| Address | | | |
| City | State | Zip Code | |
| Website | | | |
| Contact Name | | Email | |

Card Billing Information

| | | | |
|--------------|-------|----------|--|
| Name/Title | | Company | |
| Phone | Email | | |
| Address | | | |
| City | State | Zip Code | |
| Website | | | |
| Contact Name | | Email | |

| Print Ad Size | # of Insertions | Ad Placement | Total Cost |
|------------------------------|-----------------|--------------|------------|
| Full Page | | | |
| Half Page | | | |
| Quarter Page | | | |
| Page 3, 5, or Premium | | | |
| Inside Front/Back Covers | | | |
| Outside Back Cover | | | |
| Print + Digital Premium Pkg. | | | |

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

Ad Design: We will provide an ad in CMYK at 300dpi, .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 | |
| | 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.



Purchaser: _____ **Date:** _____

newsLINK Group: _____ **Date:** _____