

D FLORIDA FUNERAL DIRECTOR



See in Color

Dream in Color

Be in Color



See in Color

Florida Funeral Director is one of the top publications in the state used to keep funeral industry professionals informed on important industry-related information. The quarterly publication provides the most up-to-date information on everything from current state regulations to governmental policies and management issues that are unique to funeral homes in Florida. National news and topics are a central theme in each issue of *Florida Funeral Director* in order to keep its readers educated on industry advancements and legislation.

Solutions

Don't just dream in color, advertise in it! With the transition from black and white to full color, *Florida Funeral Director* is offering solutions to those dreary, out-of-date ad campaigns. Our staff will help you revive a campaign, even offering alternative ad types not typically found in traditional industry magazines. Contact us today to bring your campaign to life.

Editorial

Florida Funeral Director is the official publication representing the Florida Funeral Directors Association and is dedicated to helping Florida funeral home owners achieve success with their funeral home. The relationship *Florida Funeral Director* has with its members is one of loyalty — FFDA is still thriving after 113 years! All articles are rigorously reviewed before being published to guarantee only the most accurate information is distributed. This ensures trust and confidence in the *Florida Funeral Director* and its advertisers — 73 percent of our readers share the magazine with their colleagues.

Distribution

Florida Funeral Director is mailed to over 500 funeral industry professionals throughout the state of Florida who are members of the Florida Funeral Directors Association. That is 75 percent of all funeral homes in Florida!

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Contact Us

Contact Cara Mielke, *Florida Funeral Director* advertising director, to discover the many ways *Florida Funeral Director* can help you get your message in front of Florida funeral industry decision makers. Call Cara at 800-226-3332, Fax 850-222-3019 or e-mail cara@executiveoffice.org. FFDA headquarters is located at 325 John Knox Rd, Ste L103, Tallahassee, FL 32303.

Testimonials



"Our members have come to recognize the *Florida Funeral Director* as a valued resource which keeps them well-informed about the state of the funeral industry in Florida. My funeral home keeps each copy as a reference tool."

John Williams

Farley Funeral Home and Crematory
FFDA President-Elect



"*Florida Funeral Director* advertisers are supporters of not only our members' publication, and my publication, but of our association and our industry. As a member this is extremely important to me. Of course, I will support a business that supports my association and its efforts."

Lew Hall

Gentry-Morrison Funeral Homes
FFDA President



"We are pleased with the results we get from advertising in *Florida Funeral Director*. This advertising is invaluable in promoting our products in Florida."

Scott McSparran

Matthews International

Our Readership

Below are some facts and figures about the readers of *Florida Funeral Director*.

Loyal subscribers have been reading *Florida Funeral Director* for:

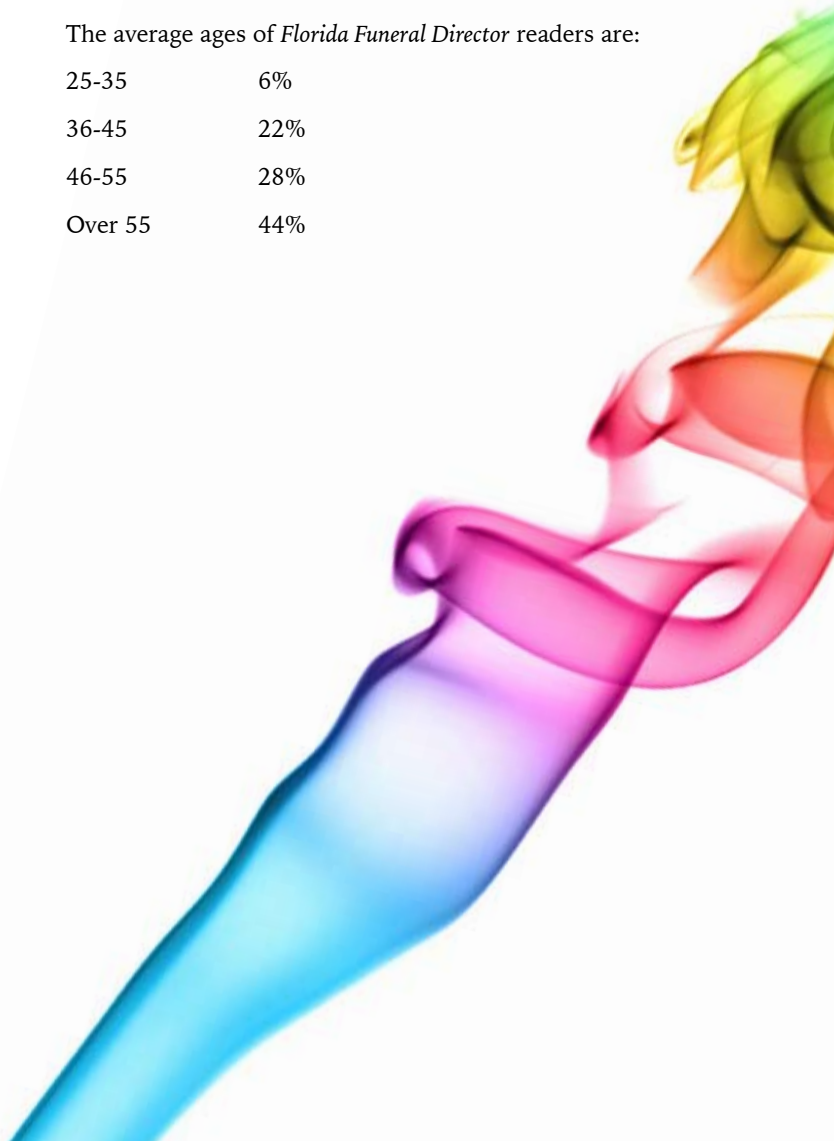
0-3 Years	10%
3-5 Years	9%
5-10 Years	12%
10+ Years	59%

Readership:

73% of our readers share their issue with their colleagues.

The average ages of *Florida Funeral Director* readers are:

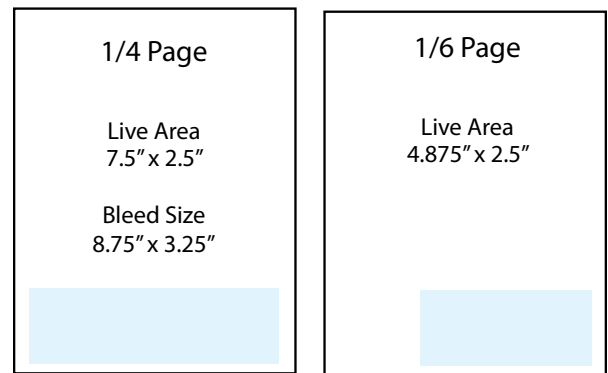
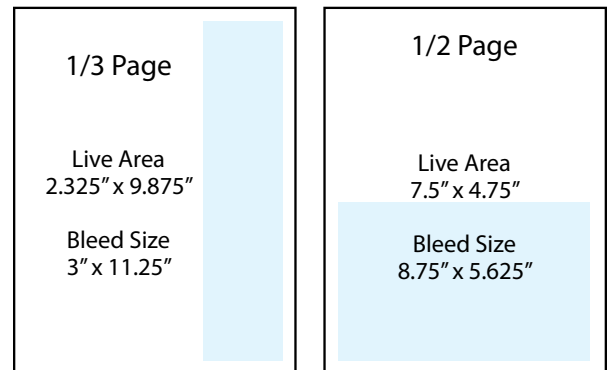
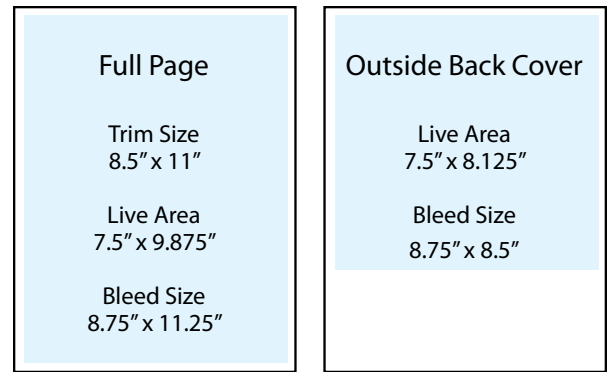
25-35	6%
36-45	22%
46-55	28%
Over 55	44%



Display Ad Sizes & Rates

(Note: All ads are in full color)

	1x	2x	3x	4x
Full Page:	\$825.00	\$800.00	\$775.00	\$750.00
1/2 Page:	\$725.00	\$700.00	\$675.00	\$650.00
1/3 Page:	\$650.00	\$625.00	\$600.00	\$575.00
1/4 Page:	\$600.00	\$575.00	\$550.00	\$525.00
1/6 Page:	\$525.00	\$500.00	\$475.00	\$450.00
Inside Front Cover:	\$900.00	\$875.00	\$850.00	\$800.00
Inside Back Cover:	\$900.00	\$875.00	\$850.00	\$800.00
Outside Back Cover:	\$950.00	\$925.00	\$900.00	\$850.00
Center Spread:	\$1,500.00	\$1,400.00	\$1,300.00	\$1,200.00
Poly Bag:	\$1,500.00	x	x	x



Advertising Deadlines

2009/10 Material Deadlines:	2009/10 Publication Deadlines:
Winter: Jan.7, 2009/10	Winter: Jan.19, 2009/10
Spring: Jan. 26, 2009/10	Spring: March 16, 2009/10
Summer: April 27, 2009/10	Summer: June 15, 2009/10
Fall: July 7, 2009/10	Fall: Sept. 15, 2009/10

Deadlines & Specifications

All finished advertising artwork must be received by the deadline for materials dates published. NOTE: All artwork MUST be received in electronic format with accompanying match print. PC-compatible CD or e-mail delivery of files is acceptable. Ads must be saved as high-resolution PDF files, Tiff files or EPS files. All artwork resolution must be a minimum of 300 dpi. EPS files must be accompanied by all graphics and fonts (both screen and printer versions). Quark Express files must be converted to Quark EPS or PDF files.

All ad materials must be received by the publisher by the deadline date. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of the contracted space not used and the unused space will be allocated at the discretion of the publisher.



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