

2023

MEDIA KIT

Advertising rates and specs
for the Casket & Funeral
Supply Association of America

CFSA
INSIDER

The Messenger

CFSA
CASKET & FUNERAL SUPPLY
ASSOCIATION OF AMERICA

3502 Woodview Trace, Ste 300
Indianapolis, IN 46268
847.295.6630
info@cfsaa.org

CFSA'S AUDIENCE

Are you trying to reach the companies that supply the deathcare industry? The Messenger and CFSA Insider reach the owners and senior decision-makers for companies comprising more than 90% of the market share in North America.

Our publications are designed to provide useful information and perspectives on the funeral industry and the funeral supply industry to support our members, the companies that manufacture and supply funeral goods and/or services. Our members are the driving force behind virtually every type of product used by funeral directors.

HIGHLY ENGAGED READERS

CFSA has represented our industry well for more than a century and our members have long-since come to count on us as a trusted source of information.

That trust is seen in our communication engagement. The open rate for our bi-weekly newsletter, The Messenger, is more than double the national average for email campaigns. The same numbers show our click-through rate is roughly 4 times higher than the national average and our click-to-open rate is 3 times higher.

OPPORTUNITIES

CFSA INSIDER

Each quarterly issue of this digital magazine includes a message from CFSA's president, industry-specific news, helpful articles about running a small business, a member spotlight, and much more.

THE MESSENGER

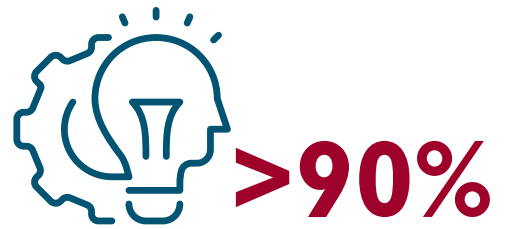
This is CFSA's bi-weekly, e-mail-based industry newsletter. Advertising space is reserved for the Featured Partner package.

MEMBERSHIP DIRECTORY

CFSA members have exclusive access to a quarterly digital membership directory update. Get your product, voice, and services in front of our members every quarter for one annual fee.

ANNUAL REPORT

Highlighting the happenings and achievements of the association, members receive the Annual Report at the end of the CFSA Annual Conference.



North American market share represented by CFSA



of CFSA member companies have been members for more than 10 years



higher CTR for our newsletter vs. national average

EDITORIAL CALENDAR AND DEADLINES

CFSA INSIDER

March 2023

Insertion Orders: Feb. 3
Artwork: Feb. 10

June 2023

Insertion Orders: May 5
Artwork: May 12

September 2023

Insertion Orders: Aug. 4
Artwork: Aug. 11

December 2023

Insertion Orders: Nov. 3
Artwork: Nov. 10

MEMBERSHIP DIRECTORY

January 2023

Insertion Orders: December 20, 2022
Artwork: January 6

April 2023

Insertion Orders: March 24
Artwork: March 31

July 2023

Insertion Orders: June 23
Artwork: June 30

October 2023

Insertion Orders: Sept. 22
Artwork: Sept. 29

ANNUAL REPORT

Published at the Annual Conference | May 1-2, 2023

Insertion Orders: March 31
Artwork: April 7

CONTACT

Tim Murphy, CFSA Chief Executive Officer
847.295.6630 | tmurphy@cfsaa.org



ANNUAL PACKAGE

FEATURED PARTNER

Previously labeled as CFSA's Connection Sponsorship, this package gets your message in front of the entire CFSA membership year-round.

The package includes:

- Company logo, linked to your homepage, in the footer of every email CFSA sends to its members over the year.
- A full-page ad in every issue of the quarterly magazine, CFSA Insider.
- A banner ad in every issue of the bi-weekly digital newsletter, The Messenger.
- A full-page ad with premium placement in the Member Directory every quarter.
- A full-page ad with premium placement in CFSA's Annual Report.

This opportunity is capped at two sponsors per calendar year. It's available to **members for \$3,500 each** and **non members for \$4,500 each**, pro-rated based on sign-up date.

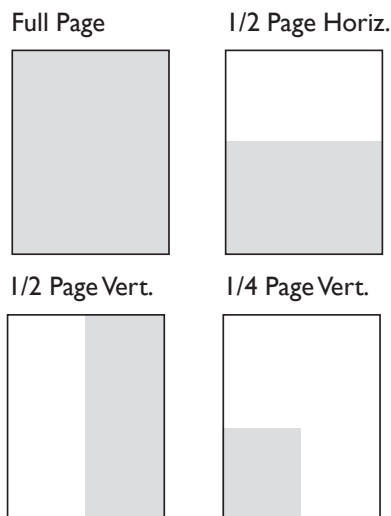
* Messenger specs will be provided to Featured Sponsor once insertion order is submitted.

CFSA INSIDER

The CFSA Insider is a quarterly digital magazine distributed to a mailing list of 200 owners and managers in the funeral supply industry, comprising senior leadership at companies representing more than 90% of the market in North America. Each issue features relevant editorial content for our members, which means readers are more engaged with the publication and your advertisements. **CFSA members get a 20% discount on all magazine advertising.**

RATES AND SPECIFICATIONS

SIZE	1X	2X	4X
Full Page (8.5" X 11", no bleed)	\$250	\$200	\$175
Half Page (8.5" X 5.5", no bleed)	\$175	\$125	\$100
Quarter Page (3.75" X 5", no bleed)	\$100	\$75	\$50
Premium Position Add-On (inside front cover)	\$100	\$75	\$50



PDF, EPS or ZIP files preferred.

EDITORIAL SUBMISSIONS

CFSA welcomes editorial submissions for inclusion in its quarterly magazine, CFSA Insider. Member companies may submit press releases and/or Subject Matter Expert editorials free of charge for consideration for any issue of the magazine as a benefit of membership. Press releases are not accepted from non-members, though non-members are allowed to submit Subject Matter Expert editorials between 750 - 2,500 words long for consideration in the issue of their choosing for a nominal fee:

1 issue – \$400 | 2 issues – \$275 | 4 issues – \$150

Disclaimer: Publisher reserves the right to reject or cancel advertising at its sole discretion. Advertiser is responsible for its content and holds publisher harmless for any claims, judgments or lawsuits that may arise resulting from such advertising. Publisher reserves the right to revise advertising rates at any time.

2023 INSERTION ORDER

Advertiser agrees to the provisions of this contract and desires to enter into this agreement with the Casket and Funeral Supply Association of America. Please indicate frequency, issue(s) and size. Check for availability of premium position. Member discount on magazine advertising will be applied to invoice. Invoices are sent following publication and are payable 30 days from invoice date. A finance charge of 1.5% per month will apply to unpaid balances.

FEATURED PARTNER

Member – \$3,500 Non-member – \$4,500

CFSA INSIDER

Issue(s) March June September December

Size (inches wide X deep)

Full Page (8.5" X 11")

Frequency 1X @ \$250 2X @ \$200 4X @ \$175

1/2 Page (8.5" X 5.5")

Frequency 1X @ \$175 2X @ \$125 4X @ \$100

1/4 Page (3.75" X 5")

Frequency 1X @ \$100 2X @ \$75 4X @ \$50

Premium Position: Inside Front Cover

Frequency 1X @ \$100 2X @ \$75 4X @ \$50

NON-MEMBER EDITORIALS

Issue(s) March June September December

Advertiser _____

Main Contact for Artwork _____

Address _____

City _____ State/Province _____ ZIP _____

Phone _____ Email _____

Signature _____

Date _____

ANNUAL REPORT

Full Page: \$250 1/2 Page: \$175

1/4 Page: \$100

MEMBERSHIP DIRECTORY

Size (inches wide X deep)

Full Page (8.5" X 11")

Member @ \$450 Non-member @ \$550

1/2 Page (8.5" X 5.5")

Member @ \$350 Non-member @ \$450

1/4 Page (3.75" X 5")

Member @ \$250 Non-member @ \$350

Premium Position Upgrade

Back Cover \$100 Front Cover \$100

CONTACT

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