

# 2024 MEDIA KIT

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

  
The Messenger

  
**CFSA**  
CASKET & FUNERAL SUPPLY  
ASSOCIATION OF AMERICA

3502 Woodview Trace, Ste 300  
Indianapolis, IN 46268  
847.295.6630  
[info@cfsaa.org](mailto:info@cfsaa.org)

## CFSA'S AUDIENCE

Are you trying to reach the companies that supply the deathcare industry? The Messenger reaches 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 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

### THE MESSENGER

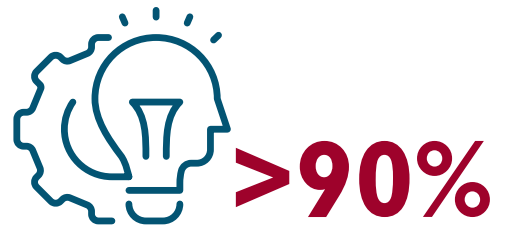
This is CFSA's e-mail-based newsletter highlighting industry-specific news, business tips, member spotlights and much more.

### ANNUAL REPORT

A report summarizing the happenings and achievements of the association. Members receive the Annual Report in June of each year.

### SPECIAL INTERVIEW WITH THE PRESIDENT

An interview with CFSA's president discussing pressing topics in the deathcare industry.



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

## CFSA MESSENGER

20 Issues Minimum per Year

## ANNUAL REPORT

June 2024

## SPECIAL INTERVIEW WITH THE PRESIDENT

July 2024

## CONTACT

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



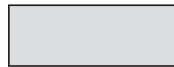
# RATES AND SPECIFICATIONS

**Non-members pay an additional +25% on all advertising. PDF, EPS or ZIP files preferred.**

## CFSA MESSENGER

For the Messenger we offer two ad slots in a banner size and a square size. This gives you the option to select the size that best complements your advertising needs. Once you have chosen your size, you can opt in for consistent exposure by running your ad up to six months or an entire year in our newsletter. You are sure to reach our members directly by choosing to run ads in this frequent fashion.

**Banner Ad 1920 x 1080 pixels**



**Square Ad 700 x 700 pixels**



<b>Member Price</b>	<b>Non-member Price</b>
6 Months: \$400	6 Months: \$800
Full Year: \$800	Full Year: \$1200

## ANNUAL REPORT

In the annual report you have the opportunity to advertise a full or half page of your ad.

**1/2 Page**



8.5" X 5.5"

<b>Member Price</b>	1/2 Page: \$50
<b>Non-member Price</b>	1/2 Page: \$75

## SPECIAL INTERVIEW WITH THE PRESIDENT

In the the interview feature with CFSA's president you have the opportunity to advertise for a full or half page ad.

**Full Page**



8.5" X 11"

<b>Member Price</b>	Full Page: \$100
<b>Non-member Price</b>	Full Page: \$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.

# 2024 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 the size and the frequency if applicable. 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.

## THE MESSENGER

Please select one:			
<b>Banner Ad 1920 x 1080 pixels</b>		<b>Square Ad 700 x 700 pixels</b>	
<b>6 Months</b>		<b>Full Year</b>	
Member \$400	Non-member \$800	Member \$800	Non-member \$1200

## ANNUAL REPORT

<b>1/2 Page (8.5" X 5.5")</b>	
Member \$50	Non-member \$75
<b>Full Page (8.5" X 11")</b>	
Member \$100	Non-member \$150

## SPECIAL INTERVIEW WITH THE PRESIDENT

<b>1/2 Page (8.5" X 5.5")</b>	
Member \$50	Non-member \$75
<b>Full Page (8.5" X 11")</b>	
Member \$100	Non-member \$150

Advertiser \_\_\_\_\_  
 Main Contact for Artwork \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Signature \_\_\_\_\_  
 \_\_\_\_\_

### CONTACT

Tim Murphy  
 Chief Executive Officer  
 tmurphy@cfsaa.org

### MAIL

Tim Murphy  
 Casket & Funeral Supply Association  
 3502 Woodview Trace, Ste. 300  
 Indianapolis, IN 46268

Date \_\_\_\_\_

