

2010



CONNECTINGDIRECTORS.COM
Daily Funeral Industry Publication • Stay Current. Stay Informed. Stay Elite

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2013 MEDIA KIT

Introduction

CONNECTINGDIRECTORS.COM IS THE #1 RESOURCE FOR FUNERAL INDUSTRY NEWS, INFORMATION AND TRENDS

ConnectingDirectors.com is the premier progressive online publication for funeral professionals. ConnectingDirectors.com is now a thriving global publication with a reader base of over 15,000 of the most elite and forward-thinking professionals in the profession.

Through ConnectingDirectors.com funeral professionals receive daily funeral industry news, industry specific articles and videos, as well as downloadable PDF whitepapers and How-To guides to incorporate the latest technology options into their funeral homes.

By providing a centralized online location for funeral professionals ConnectingDirectors.com is creating a revolutionary way for funeral-industry companies to market to funeral professionals, marketing that is directly targeted to a specific market and is not effectively present anywhere in the profession.

Innovative Marketing Solutions

Banner advertisement, Video Ads, Email marketing, and content sponsorship. Advertisers also have the option to provide specific useful and actionable content that will be of valuable for our reader base.

Real-Time Analytics

Advertisers are able to instantly receive real-time analytics about their marketing efforts through a dedicated login to our ad server platform. Take control of your advertising!

Testimonials

"Our participation with Connecting Directors advertising program has been nothing short of superb. We anticipated a positive response and found that our expectations were pleasantly exceed. We are delighted to say that every day we receive multiple inquiries about our product. The team at Connecting Directors has been supportive and complementary to our organization. We are thankful to have first-rate company to collaborate with and look forward to continuing our relationship in the future."

Melissa Toth - Marketing Specialist - ThanoSeal

"ConnectingDirectors.com is a delight to work with. When we request a change they are always eager to assist and implement immediately.

ConnectingDirectors.com has maintained an exceptionally high level of service throughout our relationship and I thoroughly enjoy working with them."

Linda Murphy-Kreimes, Director On Call

"C&J FINANCIAL, LLC is proud to be one of ConnectingDirectors.com's original advertisers. By advertising on ConnectingDirectors.com C&J FINANCIAL has increased our business and continue to expose our company daily to a rapidly growing member base. The staff and I at C&J also wanted to tell you congratulations on success and the roll out of the new ConnectingDirectors.com. It looks fantastic! I can't believe in just less than a week C&J's ad has been viewed thousands of times and by our key demographics. We are really excited about the new enhancements of the site that now give us the ability to see how many times our ad is being viewed and more importantly how many people are visiting our site from yours. With these new enhancements we can now determine which ads pull the best response and be flexible in our marketing efforts so that we maximize every dollar of our advertising budget."

Jamie Meredith – Executive Vice President, C&J Financial

"I'm thrilled to have Connecting Directors as a tool to link with funeral service professionals around the world. Being a CD member and advertiser allows me to stay connected, meet industry leaders, and dialog on important topics and news events of the day. The founder of this innovative Web 2.0 site, Ryan Thogmartin, is one of those young, energetic, born-to-lead fellows coming into the field. With his dedication, Connecting Directors will only grow in value to its members. Thank you, Ryan, for all you're doing to bring funeral directors, assistants, embalmers, and related vendors together!"

Kim Stacey – Founder, Association of Women Funeral Directors (AWFD)

"ConnectingDirectors.com, is my first source for funeral industry news. I always know that their email alerts will contain relevant information, and something that is enjoyable to read."

Amy Allen, Directors' Choice

"I would highly encourage you to connect with ConnectingDirectors.com and to advertise with them too. We have had a great return and great response from our ad. Couldn't be more satisfied."

Chuck Gallagher – American Funeral Financial

Reserve your ad space now!

740.617.0599 • ryan@connectingdirectors.com

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Advertising

PREMIUM PACKAGE Large Banner on Every Page of Site (Ads Sizes Vary, Call For Availability)

Term	3 Months	6 Months	12 Months
Total Price	\$1797	\$2997	\$5397

- Premium ads have the option to advertise in "Daily Updates" email for \$197/month for length of agreement
- "Daily Updates" email is sent out daily to all members and contains information and article updates for site

PLATINUM PACKAGE Large Banner and Small Banner on Every Page of Site (Ads Sizes Vary, Call For Availability)

Term	3 Months	6 Months	12 Months
Total Price	\$2197	\$3797	\$6997

- Free advertisement in "Daily Updates" email for length of agreement. "Daily Updates" email is sent out daily to all members and contain information and article updates for site
- An article about you and your company that will be posted on the homepage and emailed to all members
- Unlimited Press Releases
- Option to Write Guest Articles (Industry Specific, Not Self-Promoting)

Reserve your ad space now!

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Advertising Specs

Years ago the typical marketing campaign would have consisted of direct mail and print advertising. One thing the aforementioned mediums fail to do is to encourage participation. By linking your ad directly to your website ConnectingDirectors.com enables you to instantaneously connect with your target market and receive feedback regarding your product and service.

ConnectingDirectors.com provides immediate and measurable results!



PREMIUM AND PLATINUM PACKAGES
Large Banner Ads*

250 x 320
Premium and
Platinum Right Side Ad

450 x 60 Platinum Header Ad

600 x 80
Platinum Article Ad

* ads not shown at actual size

All adds should be single image (no rotating images). Files must be RGB and 72 dpi. Connecting Directors will accept the following file extensions: jpg, gif, png. Design is available for \$197

Reserve your ad space now!
740.617.0599 • ryan@connectingdirectors.com

Email Marketing

Advertise in the Funeral Profession's largest daily email newsletter!

Each day ConnectingDirectors.com sends out our "Daily Updates" email to over 10,000+ funeral professionals. The email contains teaser paragraphs for every article added to the site that day, as well as upcoming events and site news.



Email Ad
160 x 205

- Advertising in the "Daily Updates" email is:
 - FREE with a Platinum advertising Package
 - \$197/month with Premium advertising package
 - \$597/month with no other advertising package
- Ad size is 160w x 320h (pixels)*
- We reserve the right to limit the number advertisers that appear in "Daily Email"

* email and ad not shown at actual size

Reserve your ad space now!
740.617.0599 • ryan@connectingdirectors.com

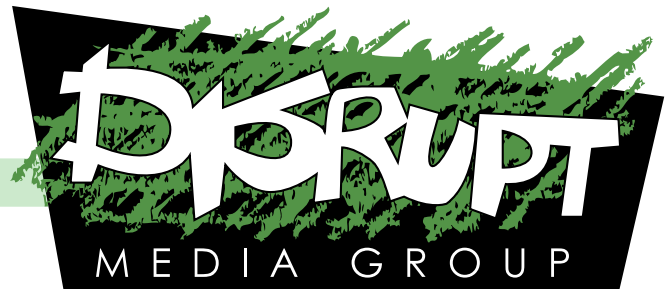
Social Media

Business is changing...

A funeral home's success ultimately requires participation in the conversations that are taking place online.

Conversations in the social ecosystem.

Marketing investments must therefore create services to enable these conversations in social media. ***Social media is here to stay and now it's time for your funeral home to join the conversation.***



We Bring Social Media to Life

This is DISRUPT Media

We specialize in helping funeral homes find strategic approaches to social media and social networking.

Our strategies **help funeral homes** create relevant and profitable experiences in **social media**

Your customers are:

Commenting on
Something

89%

Messaging
Friends

73%

Writing a
blog

23%

Uploading
videos

19%

"Your client families are in control of social media, not PR Firms, Marketing Departments or Strategy Firms, you need to be aware of the conversation: Listen, Plan and Partake in it."

Ryan Thogmartin owner DISRUPT Media

Bring Your Social Media to Life: DISRUPTmg.com/funeral
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SoFund.us



A Reward Based Crowdfunding Platform to Present Innovative Products and Business Ideas, Dedicated to the Funeral Profession



What is crowdfunding?

Crowdfunding describes the collective cooperation of people pooling money and other resources in order to create a network that supports people, organizations, projects, initiatives or ideas.



HAVE AN IDEA?



Project Timeline

- 1. Sign Up:** You are welcome to sign up whenever you want!
- 2. Submit Your Fundraising Project:** At SoFund.us we review fundraising project proposals on a rolling basis. Complete our free and simple project profile application anytime and submit for review.
- 3. Review Process:** We will review your fundraising project proposal quickly, usually within 24-48 hours, or approve you right away.
- 4. Run Your Campaign:** A campaign lasts 45 days and is only successful when 100% of the fundraising goal is raised.
- 5. Receive Funds:** At the end of the 45 day fundraising campaign, if 100% of the goal is raised, Backer payments are processed (10% of total) and funds are deposited into Project creator's bank account.
- 6. Distribute Rewards:** Project creators follow up with progress updates and rewards promised completing the fundraising cycle and beginning funeral innovation.

Start your fundraising campaign now: SoFund.us
740.617.0599 • ryan@sofund.us