



**CONNECTINGDIRECTORS.COM**

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

**2017 MEDIA KIT**

# Introduction

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## ConnectingDirectors.Com is the go-to resource for funeral industry NEWS, INFORMATION and TRENDS

ConnectingDirectors.com is the only daily online publication for funeral professionals. ConnectingDirectors.com is now a thriving global publication with a monthly reader base of over 45,000 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!**

*REACH OVER*  
**45,000**  
funeral professionals  
*a MONTH*

**Reserve your ad space now!**

call: 740.617.0599

[click: ryan@connectingdirectors.com](mailto:ryan@connectingdirectors.com)

# Advertising Packages

## STANDARD PACKAGE

- **Two large banner ads on site**  
*Ad sizes vary, call for availability*

| TERM               | 3 Months | 6 Months | 12 Months |
|--------------------|----------|----------|-----------|
| <b>TOTAL PRICE</b> | \$2597   | \$4197   | \$7397    |

- 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

## PREMIUM PACKAGE

- **Two large banner ads on site** (970x90, 250x320)
- **One banner ad on mobile site** (300x80)
- **One email banner** (160x205)  
*Ad sizes vary, call for availability*

| TERM               | 3 Months | 6 Months | 12 Months |
|--------------------|----------|----------|-----------|
| <b>TOTAL PRICE</b> | \$2997   | \$4497   | \$7697    |

- 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)

## PLATINUM PACKAGE *\*limited to 5 advertisers*

- **Two large banner ads on site** (970x90, 250x320)
- **One banner ad on mobile site** (300x80)
- **One email banner** (160x205)
- **One expandable mouse-over banner** (970x90 expanding to 970x415)  
*Ad sizes vary, call for availability*

| TERM               | 3 Months | 6 Months | 12 Months   |
|--------------------|----------|----------|---|
| <b>TOTAL PRICE</b> | \$4497   | \$7497   | \$10,497<br><small>(can be split into two payments)</small> |

- 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)
- Mouse-over banner can expand to animated GIF
- Ads can be animated GIF’s
- Exclusive email sent to all subscribers

**Reserve your ad space now!**

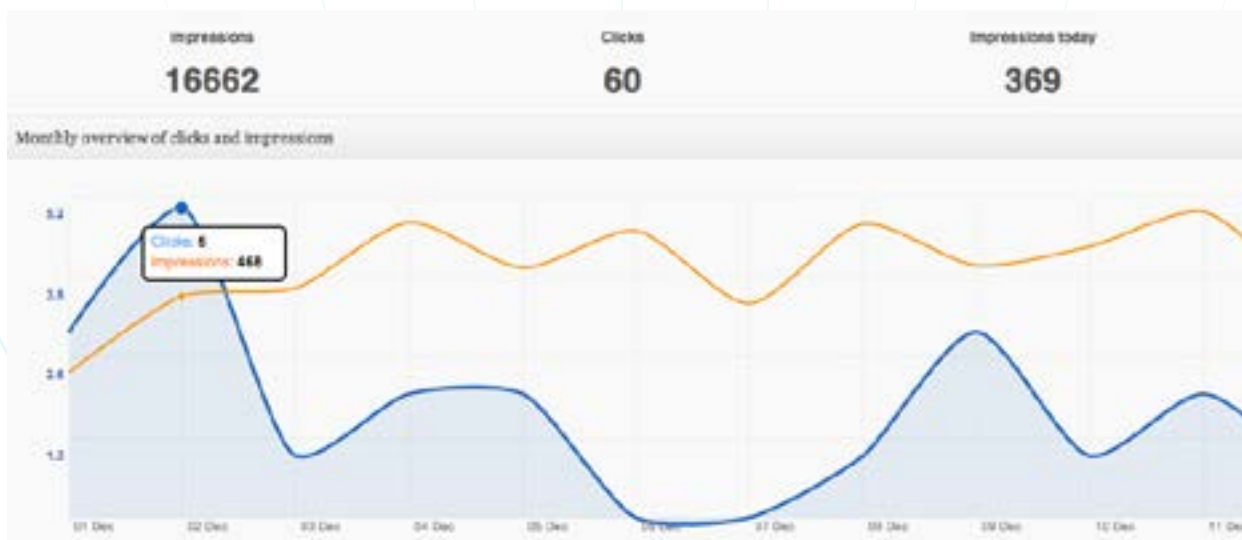
call: 740.617.0599

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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!**



*On average, advertisers receive 45,000-55,000 impressions per month!*

## Premium and Platinum Packages Banner Ad dimensions

**250 x 320**

Standard, Premium and Platinum Ad

**300 x 80**

Premium and Platinum MOBILE Ad

**970 x 90**

Premium and Platinum Article Ad

- All adds should be single image.
- Files must be RGB and 72 dpi.
- Connecting Directors will accept the following file extensions: jpg, gif, png.
- Design Is available for \$297

*\* ads shown are not to scale or actual size*

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# Advertising Specs *cont.*

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## Platinum Package Mouse-Over Banners

**970 x 415**

Expanded Ad can be rotating GIF



**970 x 90**

Platinum Article Ad

*\* ads shown are not actual size*

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

Each day ConnectingDirectors.com sends out our "Daily Updates" email to over 18,000+ funeral professionals. The email contains teaser paragraphs for every article added to the site that day, as well as upcoming events and site news.



**160 x 205**  
Email Ad

## Advertising in the "Daily Updates" email is:

- FREE with a Premium or Platinum advertising package
- \$197/month with Standard advertising package
- \$697/month with no other advertising package

Ad size is 160w x 205h (pixels)

We reserve the right to limit the number of advertisers that appear in the "Daily Email".

**Reserve your ad space now!**

call: 740.617.0599

[click: ryan@connectingdirectors.com](mailto:ryan@connectingdirectors.com)