

## PFDA Website Display Advertising & Supplier Directory

Promote your company on the PFDA website! Advertise your products and/or services within the Supplier Directory and increase your exposure among select advertisers that share prominent display ads on the PFDA website, which will provide a link to your company for PFDA members, consumers, and ALL visitors to our website!

**Reach more than 1,100 PFDA members firms, representing over 2,800 active Pennsylvania licensed funeral directors who expect website information and advertising that target their interests and needs!** Members use the website to keep abreast of industry news, learn best business practices, understand the latest consumer trends and find reliable suppliers. **Visitor tracking** consistently shows over 3,000 visits a month to [www.pfda.org](http://www.pfda.org).

**PFDA offers two options to reach website visitors:**

### WEBSITE DISPLAY ADVERTISING OPTIONS

PFDA provides three display ad placement options on several areas of the website including:

**Left Sidebar Ad with hyperlink** – appears on designated pages and is located in the left hand column of the page, below the sub-navigation. The Left Sidebar static ad size is 250 pixels wide x 175 pixels high. Home Page of the site is not available.

**Top Page Right Ad with hyperlink** – appears on designated pages and is located in the top right portion of the web page. Top Page Right static ad size format is 250 pixels wide x 175 pixels high. Home Page of the site is not available.

**Center Page Bottom Banner Ad with hyperlink (available for graphic and text)** – is the largest size static ad, which appears on designated pages, located in the Center Page Bottom of the webpage. The Center Page Bottom Banner ad size is 590 pixels wide x 150 pixels high. Home Page of the site is not available. Home Page of the site is not available.

### SUPPLIER DIRECTORY LISTING

- Visitors to the PFDA website will be able to search and locate your supplier directory listing in two ways; either by business category or alphabetically.
- A basic listing includes a company name, company logo, contact name, address, phone & fax numbers, hyperlinked E-mail and website addresses and an 80 word description of your company under **one** category.
- Listings under more categories are available for an additional cost.
- Maximum size for company logo is 88 x 31 pixels.
- *Please note:* company descriptions are subject to editorial review for length and style.



**TERMS AND CONDITIONS**

**Restrictions on Website Advertising:** The PFDA reserves the right to approve applications for website advertising from a company and/or organization. No company and/or organization is permitted to advertise on the PFDA website, if found guilty of fraudulent, criminal or illegal activity. All online advertising material and supplier listings are subject to PFDA approval. PFDA reserves the right to determine the suitability of all materials submitted and to reject any that do not meet its editorial or production criteria.

**Warranties or Guarantees:** Material reprinted on the PFDA business supplier directory and/or banner display ads reflects the views of the authors only and does not necessarily reflect the views of PFDA. The appearance, reference and advertisement of any product or service shall not be deemed an endorsement of such products or services by PFDA.

**Supplier Directory Listings and Display Ad rates are net:** Supplier Directory listings are contracted on an annual basis. Online display ads are contracted on a three, six month or annual basis. Listings and ad displays will be terminated upon completion of contract term. Advertisers may change ad copy every 3 months. Ad space will be reserved on a first-come, first-serve basis. Current advertisers will be given the first option to renew in the same location unless a waiting list exists for that space. When display ad locations are limited, placements will be made at the discretion of the PFDA.

**Display Ad Expiration & Listing Renewal:** Expired website display ads will automatically be disabled from display until the renewal contract and fees have been paid. Once the renewal fees have been received, the listing will be enabled again. The supplier directory listing information will remain in the database but will not appear online until receipt of the renewed online listing contract and fees have been paid.

**ADVERTISING OPTIONS & PRICING:**

**Website Display Advertising\***

Left Sidebar Ad:

3 months	\$375.00
6 months	\$600.00
12 months	\$1,000.00

Top Page Right Ad :

3 months	\$375.00
6 months	\$600.00
12 months	\$1,000.00

Center Page Bottom Banner Ad :

3 months	\$650.00
6 months	\$800.00
12 months	\$1,200.00

**Supplier Directory Listings**

Basic Listing – 1 year	\$250.00
Additional Listing – 1 year	\$ 75.00



**Website Display Advertising Order Form**

**ADVERTISER**

Company Name: \_\_\_\_\_

Person to Contact: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Company Website: \_\_\_\_\_

**AD AGENCY**

Name of Ad Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Person to Contact: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

**Ad runs for six months in length and renewals receive a 10% discount.  
All ads are based on availability. The homepage of the site is NOT available.**

**Website Display Advertising**

- Left Sidebar Ad \$ \_\_\_\_\_
- Top Page Right Ad \$ \_\_\_\_\_
- Center page Bottom Banner Ad \$ \_\_\_\_\_

**ARTWORK SUBMISSION**

Electronic artwork may be E-mailed directly to [donna@pfda.org](mailto:donna@pfda.org). Electronic art for banner advertisements is due to PFDA a minimum of 15 days prior to the period in which the ad is to run. Company logo/graphic file must be the designated size, 72 dpi in a GIF or JPEG format. FLASH ads will NOT be accepted. If ads are not correct size, they will be resized proportionally to best fit ad dimensions. Due to time constraints, resizing will be done at the discretion of PFDA and without advertiser's approval.



**PAYMENT INFORMATION**

*\*This reservation is NOT complete without a signed authorization and pre-payment.\**

**Check:**  (Please make payable to Pennsylvania Funeral Directors Association)

**Credit Card:**  VISA  MASTERCARD  AMERICAN EXPRESS

**Credit Card Number:** \_\_\_\_\_

**Name as it appears on Credit Card:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_

**Security ID:** (3-digit # on back of card or 4-digit # on front of AmEx card) \_\_\_\_\_

**Card Holder's Billing Address/Zip:** \_\_\_\_\_

\_\_\_\_\_

**Signature:** \_\_\_\_\_



**Supplier Directory Listing Order Form**

**CONTACT INFORMATION**

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

**All information below will appear in your listing:**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Company Website: \_\_\_\_\_

**Company category (check desired):**

*One category included with basic listing. Additional listings are an additional cost.*

**Advanced Planning/Preneed**

- Advanced Planning/Preneed Consulting
- Advanced Planning/Preneed Marketing
- Preneed Insurance /Trust

**Aftercare**

- Aftercare Consulting
- Books/Literature
- Grief Counseling
- Online/Website/Videos

**Associations, Education & Media**

- Blogs/Online Publications
- Charitable Organizations/Associations
- Continuing Education
- Conventions & Events
- Funeral Home/Cemetery Directories
- Funeral/Cemetery/Trade Associations
- Government Departments/Agencies
- Military/Armed Forces Related
- Mortuary Colleges
- Print Publications

**Building, Grounds & Maintenance**

- Architecture/Design/Restoration
- Flags, Accessories & Signage
- General Building/Grounds Products
- Landscaping/Maintenance Equipment
- Outdoor Furniture/Decor
- Security Equipment/Service

**Business/Professional Services**

- Advertising/Marketing
- Answering Services
- Business Consulting
- Business Insurance
- Franchising Services
- Legal Services
- Management Services
- Medical/Health Related
- Office Supplies & Equipment
- Promotional Items
- Recruitment/Employment
- Regulatory Compliance (OSHA)
- Uniforms/Apparel

**Cremation, Alkaline Hydrolysis & Urns**

## Alkaline Hydrolysis Equipment Sales/Service

- Cremation Equipment Sales/Service
- Cremation Supplies
- Infant/Child Products
- Pet Cremation Products
- Scattering Services
- Urns / Urns - Eco-Friendly

**Financial & Investment Services**

- Accounting
- Appraisal/Valuation
- Banking & Lending
- Collections
- Credit Card Processing
- Financial Consulting
- Insurance Assignment/Receivables Funding
- Investment/Retirement

**Funeral Home Supplies**

- Caskets / Caskets - Eco-Friendly
- Chapel Furniture/Décor
- Church Trucks
- Floral
- General Funeral Supplies
- Infant/Child Products
- Pet Products/Services
- Stretcher/Cot Covers

**Information Technology/Websites**

- Audio-Visual
- Computer Hardware/Software
- Data Retention & Management
- Digital Kiosks
- Funeral Webcasting/Internet Video
- On-line Memorials/Death Notices
- Telecommunications/IVR
- Website/App Design & e-Commerce

**Interment****(Cemetery/Mausoleum/Columbaria)**

- Burial Shrouds
- Cemetery Supplies/Services
- Columbaria
- Crypts & Mausoleums
- Grave Covers
- Grave Liners
- Infant/Child Interment
- Mapping Services/Surveying
- Markers/Monuments
- Tents
- Vaults

**Memorialization**

- Books/Bibles
- Flags/Flag Cases
- Infant/Child Memorials/Keepsakes
- Keepsakes/Gifts
- Memorial Jewelry/Wearable Keepsakes
- Memorial Picture/Photo
- Memorial Stationery/Prayer Cards
- Metal/Stone Memorials
- Pet Memorials/Keepsakes
- Video Tributes

**Prep Room Supplies/Services**

- Burial Garments
- Cosmetics
- Eco-Friendly Prep Room Products
- Embalming Supplies
- Lifts
- Preparation Room Design

**Transportation/Shipping**

- Airlines
- Hearse/Limo
- Livery Service/Fleet Solutions
- Shipping Containers/Supplies
- Shipping/Repatriation Services
- Vehicle Parts and Equipment

**Company description to be included in listing (80 words) (attach separate page if needed):**

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# Pennsylvania Funeral Directors Association

### Supplier Directory Listing

- Basic Listing \$ \_\_\_\_\_
- Additional Listing(s) \$ \_\_\_\_\_

**Total Due** \$ \_\_\_\_\_

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**Expiration Date:** \_\_\_\_\_

**Security ID:** (3-digit # on back of card or 4-digit # on front of AmEx card) \_\_\_\_\_

**Card Holder's Billing Address/Zip:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

#### **FAX TO:**

PFDA at (717) 545-7360  
Attention: Donna Centofanti

#### **MAIL TO:**

PFDA  
Attention: Donna Centofanti  
7441 Allentown Boulevard  
Harrisburg, PA 17112

#### **ONLINE BUSINESS ADVERTISING CONTACTS:**

Donna Centofanti: [donna@pfda.org](mailto:donna@pfda.org)  
Phone: 800-692-6068 or (717) 545-7215