

2025 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

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

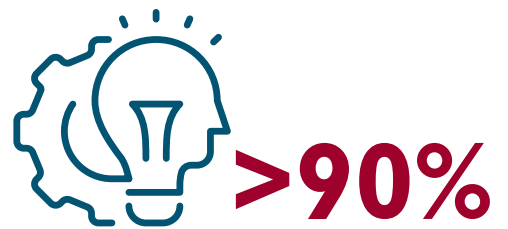
This is CFSA's monthly e-mail-based newsletter highlighting industry-specific news, business tips, member spotlights and much more.

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. President's interview published in May of each year.



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

RATES AND SPECIFICATIONS

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.

Please submit a .png, .jpg or .html file for these digital ads. Include the website address. Staff will report on your the open rates of the email where you ad is placed and click rates for the link you provide.

Banner Ad 1920 x 1080 pixels

Square Ad 700 x 700 pixels



Member Price		Non-member Price	
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. High resolution pdf artwork preferred.

1/2 Page



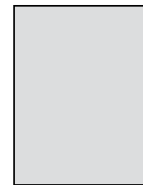
8.5" X 5.5"

Member Price	1/2 Page:	\$50
Non-member Price	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. High resolution pdf artwork preferred.

Full Page



8.5" X 11"

Member Price	Full Page:	\$100
Non-member Price	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.

2025 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:			
Banner Ad 1920 x 1080 pixels		Square Ad 700 x 700 pixels	
6 Months		Full Year	
Member \$400	Non-member \$800	Member \$800	Non-member \$1200

ANNUAL REPORT

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

SPECIAL INTERVIEW WITH THE PRESIDENT

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

Advertiser _____
 Main Contact for Artwork _____
 Address _____
 City _____ State/Province _____ ZIP _____
 Phone _____ Email _____
 Website _____
 Signature _____

Date _____

CONTACT

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MAIL

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 3502 Woodview Trace, Ste. 300
 Indianapolis, IN 46268

