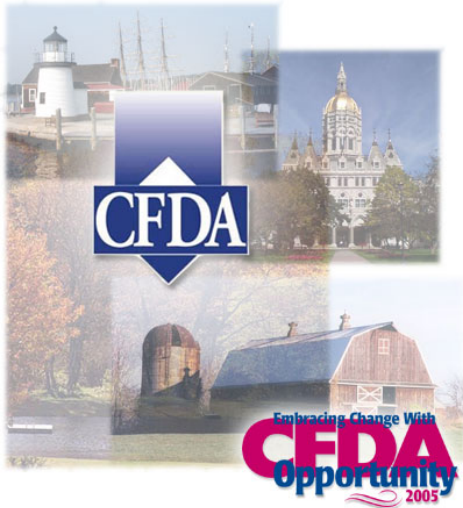


# CONNECTICUT FUNERAL DIRECTORS ASSOCIATION



## Advertise on the CFDA Website

In the exciting and sometimes chaotic environment of the Internet, there is a fast growing trend toward advertising on Websites. In 1996 advertising revenue from the Internet was \$100 million. In 2005 that number grew to over \$13 billion. This represents a compound annual growth rate of 62.7%, over the ten-year period!

Over the next few years, Web advertising expenditures are expected to continue their spectacular double-digit annual growth. This

extraordinary trend demonstrates a powerful new medium that is still in its infancy. It also demonstrates a medium that **produces results for advertisers!**

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Web advertising is unique in that it initiates an interaction with the viewer. Once the viewer's attention has been captured, an interaction (i.e. a click to your company's website) will follow. This interaction and the resulting linking to your company website provides you with a highly qualified prospect and enables you to more fully explain your company's products and services and move them along through the sales cycle anytime, day or night. Add to that the brand identification and image advertising that viewing of your Target Banner or Section Sponsorship ad will provide. We think you will agree that your presence on the Connecticut Funeral Directors Association website will be viewed by a large, tightly-focused audience that makes up your company's most sought-after market demographic.

Your present and future customers visit the Connecticut Funeral Directors Association website everyday. It all adds up to a specialized market that is eager for the products and services that your company offers. And because you are advertising on the CFDA website, your new customers will come back to [ctfda.org](http://ctfda.org) again and again, providing repeat exposure to your advertising message.

CFDA is offering two different programs – a traditional online Target Banner ad program and a unique Section Sponsorship program. A select group of CFDA suppliers will benefit from participation in one or both of these new programs.

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## Target Banner Ad Format

The Target Banner ad format is comprised of a custom graphic image. It contains your message and can include text and graphics. It will be continuously displayed on your chosen page of the CFDA website. The custom design of your Target Banner ad is included in the advertising price and is based on your direction and subject to your approval. Your Target Banner ad will be linked to your company website. Your Target Banner will be returned to you for your unrestricted use upon completion of your advertising term and your written request.

Target Banner ads on [ctfda.org](http://ctfda.org) are available in three popular sizes:

	Width	Height
Standard Banner 1	468 Pixels	60 Pixels
Standard Banner 2	392 Pixels	72 Pixels
Vertical Banner	120 Pixels	240 Pixels

Please note the following and **Act Now** for the best choice of styles and locations.

- 1) On some pages, banner style availability may be limited due to page layout.
- 2) The number of banners permitted on a page is limited, based on the individual page layout.
- 3) Banner placement within a page is determined on a first come, first served basis.
- 4) Limited animation (ie. rotating messages, pictures, etc.) is available at an nominal extra charge.

## Section Sponsorship

A limited selection of high-traffic sections of the CFDA website are available for sponsorship. Sponsors have a special banner ad on each page that includes the text "This section sponsored by" The banner includes your logo and the message of your choice.

Similar in design to the Target Banner ad format, the Section Sponsorship ad is comprised of a custom graphic image. It contains your message and can include text and graphics. It will be continuously displayed on each page of your chosen section of the CFDA website. The custom design of your Section Sponsorship ad is included in the advertising price and is based on your direction and subject to your approval. Your Section Sponsorship ad will be linked to your company website.

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Your Section Sponsorship ad will be returned to you for your unrestricted use upon completion of your advertising term and your written request

The following sections/pages are available for Section Sponsorship advertising:

### **Public Site**

- About CFDA
- Careers in Funeral Service
- Funeral Service News
- Member Directory
- Membership and Member Benefits

### **Members Only Section**

- Calendar of Events
- CFDA Newsletter Section (The Associate)
- Financial
- Funeral Directors Under 40
- Job Classifieds
- Legal
- Legislative
- Member Services

## **Optional Additional Services**

### **Announcement Service**

Would you rather your company's website be positioned within the top 100 or the top 10 listings of all the major search engines? Your odds of higher placement are significantly improved by using the CFDA Announcement Service for your Target Banner or Sponsorship ad. And since your ad is linked directly to your website, more ad traffic always means more qualified prospects visiting your company's website. With CFDA's Announcement Service, your CFDA online target banner or sponsorship ad can mean more orders for your company and turn your website into a real customer-generating machine!

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## Order Form Module

An add-on Order Form Module enables visitors to your Target Banner or Section Sponsorship ad to place orders for up to 5 of your company's products or services. A dedicated webpage will be created to expand on your banner message. It will be linked to a custom form designed to deliver order or demographic marketing information directly to you. The Order Form Module will reside on a Secure Server and will enable your customers to safely transmit their credit card or other private information directly to your company for order processing. Each order is immediately emailed directly to your designee. An order confirmation is sent to your customer with each order. The order information is also stored in a secure database file, available for download and import into most popular spreadsheets, databases or word processors.

## Pricing

Package Name	Term	Price
Target Banner – Home Page	12 Mo	\$1,595
Target Banner - Home Page	6 Mo	1,295
Target Banner – Member Section Main Page	12 Mo	1,195
Target Banner – Member Section Main Page	6 Mo	895
Target Banner – Section Page	12 Mo	795
Target Banner – Section Page	6 Mo	595
Section Sponsorship	12 Mo	1,295
Section Sponsorship	6 Mo	995
Announcement Service	Each Ad Format	195
Announcement – Additional Pages	Each Ad Format	69
Order Form Module – Initial Install and Maintain <sup>1</sup>	1 <sup>st</sup> - 3 Mo	595
Order Form Module – Continued Hosting and Update <sup>2</sup>	Addl - 6 Mo	395

<sup>1</sup> Includes form development, installation, hosting, maintenance and technical support.

<sup>2</sup> Includes hosting, maintenance, technical support and form update.

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## Advertising Policies

- *Deadlines for Submission of Materials:* Art work and text content should be received by CFDA/ProAccess not less than fourteen days prior to their inclusion in the Website.
- *Materials and Graphics Format:* Graphics must be supplied to CFDA/ProAccess by the advertiser in .JPG or .GIF 89a format. We will attempt to scan camera-ready art, if a digital format cannot be provided. However, there may be a nominal additional charge to the advertiser if we incur increased implementation time due to the scanning process.
- *Dispositions of Materials:* Submitted ad materials are returnable upon written request.
- *Special Banner Size and Position:* Positions specified by CFDA/ProAccess for banner ad placement within the CFDA Website are available on a “first come-first served” basis. Advertisers are required to share a page or section with up to two other advertisers and may be moved, at CFDA/ ProAccess discretion, to an alternate location. Banner ads format should be limited in file size to 17K.
- *Terms:* Payment in advance is required of all first-time advertisers and is to be included with signed contract 14 days prior to inclusion in the Website. All invoices are payable within 30 days of issue. A finance charge of 1.5 percent per month will be charged on balances over 30 days. CFDA Online advertising rates are not agency commissionable.
- *General Conditions:* CFDA/ProAccess reserves the right to refuse any advertisement for any reason at any time without liability, even though previously acknowledged and accepted. We also reserve the right to place the word “advertisement” on submitted materials that are, in the opinion of CFDA/ProAccess, advertising. CFDA/ProAccess liability for any error will not exceed the charge for the advertisement in question.
- *Cancellations:* Cancellations must be received on or before the date of commencement of development (DEVELOPMENT DATE) of ad content for inclusion in the CFDA Website. No cancellations or alterations of materials will be accepted after the DEVELOPMENT DATE. CFDA/ProAccess reserves the right to repeat the most recent ad materials or to charge for the contracted Website space if ad materials or text content changes are not received by the digital format/camera-ready material deadline.
- *Non-endorsement:* The appearance, reference, or advertisement of any product or service in the CFDA Online Website shall not be deemed an endorsement of such products or services by CFDA. CFDA reserves the right to place a notice on its CFDA Website informing visitors of its non-endorsement policy.
- *No Infringement:* Advertisers agree, as a condition of CFDA/ProAccess acceptance of an advertisement, that the content of such advertisement will not infringe or violate the copyright, trademark or trade name rights of any third party, and that the advertiser will indemnify CFDA/ProAccess against any such claims or actions brought by a third party.
- *Termination:* CFDA reserves the right, in its sole discretion, to terminate an advertisement for any reason without any obligation to the advertiser, except for a refund of a pro-rated portion of the charge paid by the advertiser.

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## Tips for Successful Web Advertising

- **Advertisers should develop content and graphics that are compelling to the Website visitor.** While this may appear self-evident, a review of current Web advertising shows that a large percentage of advertisers merely supply the Website owner with a graphic of their logo to be used as a banner ad. No matter how attractive a logo is, it is not considered a compelling reason for a visitor to click on a banner ad. Getting the reader to click on the ad is like getting someone to open an envelope.
- **Collect as much information about the visitor as can be obtained without alienating them in the process.** Utilization of forms to collect demographics, such as requests for more information, opinion polls, surveys, etc. should be as short and simple as possible to insure that the information required will be gathered.
- **Always ask for the visitor's Email address.**
- **Whenever possible, reward the visitor with something free, such as a contest, special sale price or valuable information to be sent to the visitor by Email.**

## Advertisement Materials Mailing Instructions

Please send Insertion Order and ad materials to:

### **Mailing Address: (US Postal Service)**

ProAccess, Inc.  
P.O. Box 7  
Magdalena, NM 87825

**Phone:** 800-850-6330

**Fax:** 866-791-6046

**Email:** sales@proaccess.net

**Web Address:** www.proaccess.net

### **Street Address: (UPS or FedEx)**

ProAccess, Inc.  
102 Hop Canyon Road  
Magdalena, NM 87825

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