ICCFA®

INTERNATIONAL CEMETERY, CREMATION AND FUNERAL ASSOCIATION

2027 MEDIA KIT

ICCFA Magazine • Online • E-Newsletters



ICCFA'S REACH

CONNECT WITH ALL SEGMENTS OF DEATHCARE

The International Cemetery, Cremation & Funeral Association (ICCFA) is a progressive association whose mission is to provide education, networking and legislative guidance to deathcare professionals worldwide. ICCFA's print, digital and event advertising opportunities can help you reach clients and potential customers quickly and cost-effectively. We are the only association to include all segments of the cemetery, cremation and funeral service profession.

Our audience includes: funeral home and cemetery owners/managers; industry suppliers from monument designers to prep room equipment suppliers; grounds foremen; sales counselors; pet loss professionals; administrative staff; cremationists; funeral directors/embalmers; mortuary students; finance providers; and so much more.

68,875+

MAGAZINES PRINTED IN 2026

703,700+

PAGEVIEWS ON ICCFA.COM

PRINT OPPORTUNITIES

MAGAZINE DISPLAY ADS

"Memento mori" is a Latin phrase that translates to "remember you must die." It is a reminder to live each day fully and to understand the importance of our impact on the lives of others. This name reflects the ICCFA membership and the meaningful work accomplished in the deathcare profession. It is for this reason that in 2020, the official ICCFA magazine became *Memento Mori*. While the name has changed, the exceptional articles and content have not. Advertising in *Memento Mori* is an effective way to put your company in front of all segments of the deathcare profession.

Display ads are available in a variety of size options:

- Full page
- 1/2 page
- 1/4 page
- 2/3 page
- 1/3 page
- 1/6 page

BUSINESS CARD ADS

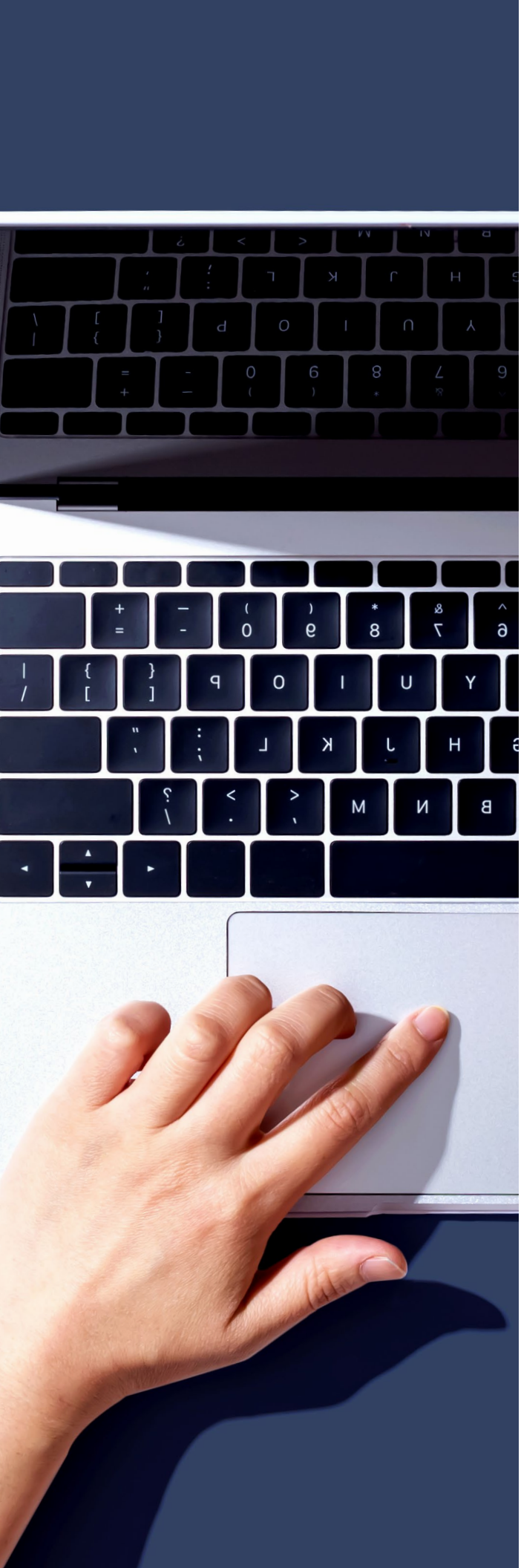
These ads may be small but they have a big impact! For the price-conscious advertiser, this option is an incredible way to connect with our audience. A business card-size ad can be used to buy, sell, hire or promote your business in *Memento Mori* at a reasonable price.

- Charge for business card-size (3.5" wide x 2" high) ad: $325
- All ads must be paid for in advance – payment should accompany order.
- All ads must be received one month prior to date of publication. Ads must be typewritten for clarity and accuracy.

40+

ADVERTISERS PER ISSUE IN 2026





FLIPBOOK MAGAZINE

VIDEO AD IN DIGITAL FLIPBOOK MAGAZINE

Share your company's message in a 30 to 45 second video advertisement that will play in the digital flipbook edition of *Memento Mori*. This opportunity is available only to advertisers who already have an ad in the print version of the magazine.

Powered by BonoTom, the digital version of *Memento Mori* recreates the experience of print in an animated flipbook. Readers can interact with the magazine through page-turning animations and fullscreen viewing. Advertisers can engage with readers through clickable links and showcase their offerings through embedded videos. Spots are limited, so reserve your spot to highlight your last product or service in one or all ten of the 2027 issues of *Memento Mori* today!

Cost: $425 per issue

SPECIALTY ADVERTISING

COVER DOT WHACK

This bold, tactile ad placement sticks directly on the magazine cover, ensuring it's the first thing readers see and interact with. Whether you're launching a product, teasing a campaign, or driving instant engagement, the Cover Dot Whack creates a memorable impact.

POLYBAG EXCLUSIVE

With Polybag Exclusive, your business becomes the first thing readers encounter - even before they open the magazine. By including your insert, sample, or promo piece directly inside the sealed polybag, you create a premium, tactile experience that guarantees 100% visibility.

Cover Dot Whack

- $3,250 per issue

Polybag Exclusive

- Options available upon request

Cover Dot Whack
to Scale
2x2 in



COVER DOT WHACK



POLYBAG EXCLUSIVE



BUNDLE & SAVE

Maximize your impact and stretch your ad dollars further with our bundling packages. Our bundled ad packages offer premium placement across multiple issues and platforms at a discounted rate - ensuring your ad gets repeated exposure to a loyal, niche audience who value meaning, legacy, and quality.

GOOD

- 3 Full-Page Mag Ads
- 3 Month Website Banner Ad
- 3 Month Wireless Banner Ad

Value: $10,350
Bundle: $9,315

10% Savings

BETTER

- 6 Full-Page Mag Ads
- 6 Month Website Banner Ad
- 6 Month Wireless Banner Ad
- 1 Webinar Sponsorship

Value: $21,130
Bundle: $17,960
15% Savings

BEST

- 10 Full-Page Mag Ads
- 12 Month Website Banner Ad
- 12 Month Wireless Banner Ad
- 2 Webinar Sponsorships

Value: $35,710
Bundle: $28,570

20% Savings

2027 *MEMENTO MORI* ADVERTISING RATES

(Based on insertion frequency)

	1x	3x	6x	10x
Full Page	$3,531	$3,250	$3,082	$2,929
⅔ Page	$2,645	$2,440	$2,313	$2,196
½ Page	$1,998	$1,838	$1,747	$1,670
⅓ Page	$1,476	$1,363	$1,284	$1,232
¼ Page	$1,232	$1,131	$1,078	$1,028
⅙ Page	$912	$848	$797	$760

STANDARD SIZES	WIDTH" x HEIGHT"
Full Page with Bleed	8.75 x 11.25
Full Page	7.5 x 10
⅔ Page	4.5 x 10
½ Page Island	4.5 x 7.25
½ Page Vertical	3.375 x 10
½ Page Horizontal with Bleed	8.75 x 5
½ Page Horizontal	7.5 x 4.875
⅓ Page Vertical	2.125 x 10
⅓ Horizontal	7.5 x 2.75
⅓ Page Square	4.5 x 4.875
¼ Page Vertical	3.375 x 4.875
¼ Page Horizontal	4.5 x 3.625
⅙ Page Vertical	2.125 x 4.875
⅙ Page Horizontal	4.5 x 2.3125
For all bleeds, add 0.125" on each side	

SPECIFICATIONS/MECHANICAL REQUIREMENTS

- Trim size 8 1/2 x 11; bleeds should have 1/8-inch outer rim.
- Safety Margin: keep live matter 3/8-inch from head, foot and outer rim.
- Halftones: 150 or 175 line screen preferred; 133 or 120 line screen accepted.
- Four-color screen: 150 lines
- Artwork must be provided as high-resolution (300 dpi) digital files (PDFs preferred). Color ads must be in four-color/CMYK format.

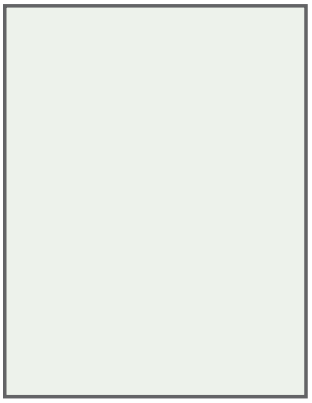
CONTRACT REGULATIONS

- All cancellations will be subject to a short rate fee.
- If art from a scheduled ad is not received by the deadline or if art proves to be defective or deficient for printing purposes, the *Memento Mori* reserves the right to repeat the most recent ad of the same size, or the advertiser will be billed for the space reserved but not used.
- *Memento Mori* reserves the right to request prepayment from new advertisers that are not members of the ICCFA.
- Contract year covers 12-month period (10 issues) beginning with the first insertion month.
- Multiple ads in a single issue count as multiple insertions.
- An advertiser who does not complete a committed schedule or contract is subject to a $100 fee.
- Advertisers not on contract will be charged the one-time rate but will be credited for the price differences on 3-, 6-, or 10-time rate as earned by subsequent insertions within their contract year.
- Requested positions are not guaranteed.
- All advertising is subject to publisher's approval. Advertisers and advertising agencies assume liability for all content of advertisements printed and for any claims arising therefrom against the publisher.
- "Paid advertisement" will be printed at the bottom of any ad which in the publisher's opinion could be confused with editorial matter.
- Publisher is not responsible for errors in material provided.
- Cancellations are not accepted and copy corrections cannot be guaranteed if received after the closing date.
- Publisher is not liable for delays in delivery or non-delivery due to any and all conditions, events or circumstances beyond publisher's control.
- No cash discounts will apply.

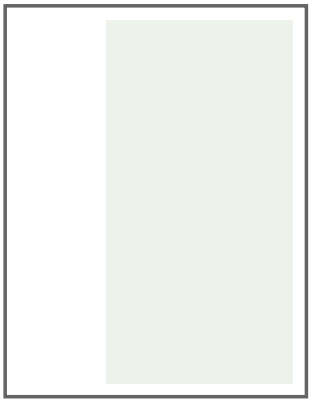
EXTRA CHARGES

- Advertising submitted after the "materials due" deadline which must be stripped into the magazine will be charged the prevailing rates by the local market.
- If an advertiser or agency requires a color proof for approval, the cost of produce and ship the proof will be charged to the advertiser/agency.
- Any changes or corrections made to ads will be charged to the agency. If the advertiser does not use an advertising agency, the charges will be assessed to the advertiser.
- Three key cover positions: 4-color, full page rate plus additional $500 per insertion.
- Inserts: please call for pricing.
- Color charges prevail when advertiser furnishes color files or materials.
- 15% commissions are extended to recognized agencies on space, color and position.
- Agency commissions do not apply to production/mechanical charges

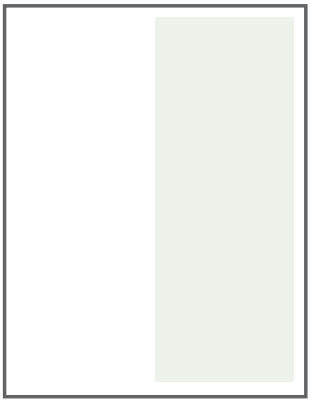
MEMENTO MORI AD PLACEMENT OPTIONS



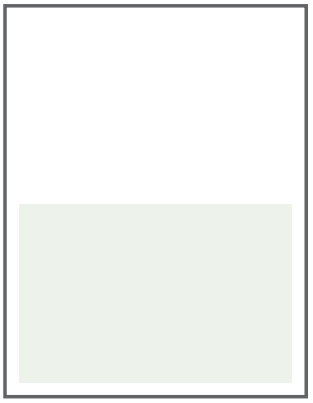
Full Page



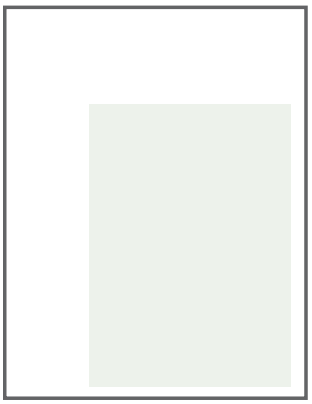
2/3 Page



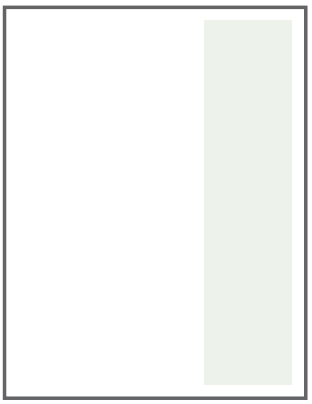
1/2 Page Vertical



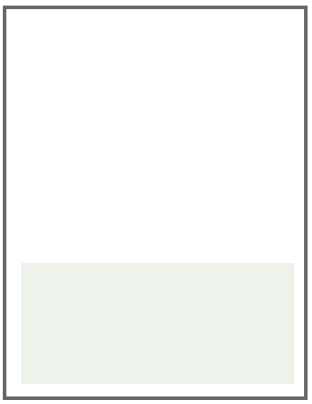
1/2 Page Horizontal



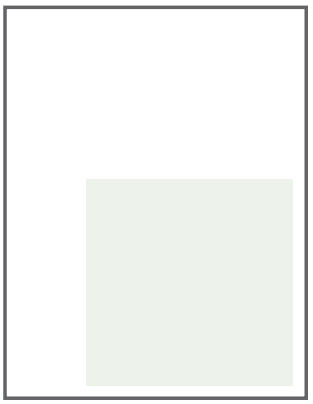
1/2 Page Island



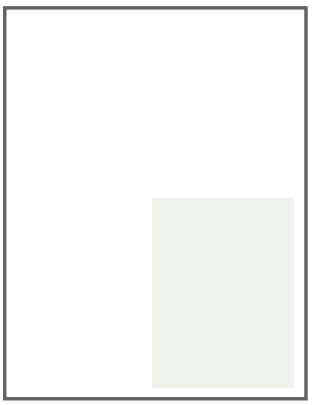
1/3 Page Vertical



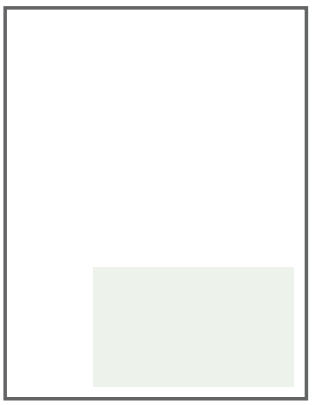
1/3 Page Horizontal



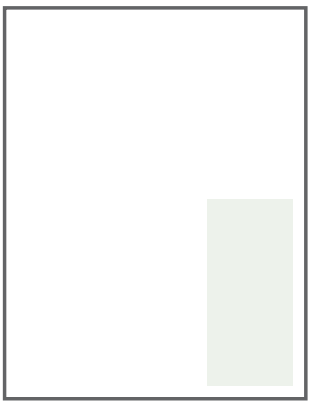
1/3 Page Square



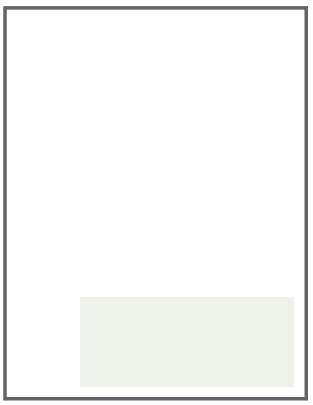
1/4 Page Vertical



1/4 Page Horizontal



1/6 Page Vertical



1/6 Page Horizontal

2027 *MEMENTO MORI* EDITORIAL CALENDAR

JANUARY	**The Year Ahead: Trends & Opportunities** *Experience preview, industry outlooks, predictions, innovations, leadership vision* ★ Double the circulation issue ★ Bonus circulation: DEAD Talks Sales Conference	**Ad space reserved by:** December 6 **Ad materials due by:** December 8
FEBRUARY	**Architecture & the Creation of Special Spaces** *Design, architecture, cemetery/funeral home maintenance, sustainability in spaces*	**Ad space reserved by:** January 4 **Ad materials due by:** January 7
MARCH/ APRIL	**Gathering & Learning Together** *Professional development, networking, education highlights* ★ Bonus circulation: Annual Convention	**Ad space reserved by:** February 10 **Ad materials due by:** February 15
MAY	**Compassion & Care Services** *Pet loss, grief support, mortuary and professional education, family-centered care*	**Ad space reserved by:** April 3 **Ad materials due by:** April 6
JUNE	**Business Growth & Strategy** *Pre-need sales, marketing, consumer engagement, creative business practices*	**Ad space reserved by:** May 4 **Ad materials due by:** May 8
JULY	**Innovation & Technology in Practice** *New products, tools, supplies, technology, forward-looking approaches* ★ Bonus circulation: ICCFA University	**Ad space reserved by:** June 5 **Ad materials due by:** June 7
AUGUST/ SEPTEMBER	**Community & Connection** *Experience wrap-up, community partnerships, outreach, member stories, cultural practices*	**Ad space reserved by:** July 7 **Ad materials due by:** July 12
OCTOBER	**Policy, Practice & Legacy** *Legal, legislative, regulatory issues, ethics, tributes, memorialization trends*	**Ad space reserved by:** September 8 **Ad materials due by:** September 12
NOVEMBER	**Honoring Lives & Service** *Cremation, veterans, cultural remembrance, personalized services, rituals of respect*	**Ad space reserved by:** October 5 **Ad materials due by:** October 9
DECEMBER	**Reflections & Future Directions** *Year-in-review, leadership reflections, global perspectives, looking ahead to 2028*	**Ad space reserved by:** November 3 **Ad materials due by:** November 6

** The 2027* Memento Mori *Editorial Calendar is subject to change. Bonus circulation at events may not be available.*

2027 *MEMENTO MORI* ADVERTISING INSERTION ORDER FORM

This form is for placing an ad in *Memento Mori* only. Please see the "Online Advertising Insertion Order Form" to place an ad online, in *Wireless*.

ADVERTISER

Address

City State Zip

Person to contact Phone

Email

Company website (to be linked in digital version of publication)

AD AGENCY

Address

City State Zip

Person to contact Phone

Email

DATES OF INSERTION (PLEASE CHECK DATES DESIRED AND INDICATE YEAR)

☐ January ☐ March/April ☐ June ☐ August/September ☐ November

☐ February ☐ May ☐ July ☐ October ☐ December

SPECIALTY ADVERTISING

Check one ☐ Cover Dot Whack ($3,250) ☐ Polybag Exclusive (See Rick Platter for a quote.)

BUNDLE & SAVE

Check one ☐ GOOD (10% Savings Package) ☐ BETTER (15% Savings Package) ☐ BEST (20% Savings Package)

SIZE/TYPE OF INSERTION

Check one

☐ Full page ☐ 2/3 pg vert. ☐ 1/2 pg island ☐ 1/2 pg vert. ☐ 1/2 pg horiz. ☐ 1/3 pg sq.

☐ 1/3 pg vert. ☐ 1/3 pg horiz. ☐ 1/4 pg vert. ☐ 1/4 pg horiz. ☐ 1/6 pg vert. ☐ 1/6 pg horiz.

☐ Business card ad: **$325** ☐ Additional video ad in digital flipbook: **$425**

Check one ☐ Art enclosed ☐ Will send ☐ Pick up from (date of issue)

PAYMENT

TOTAL AMOUNT

Please provide the contact information for the person or department responsible for receiving the electronic/online invoice, which can be paid via credit card, ACH, or check. All invoices must be paid in full within 30 days of receiving the electronic/online invoice.

Name:

Email Address:

Phone Number:

DIGITAL OPPORTUNITIES

WEBSITE ADS

The ICCFA website receives more than 67,000 unique visitors and 250,000 page views per year from members and non-members alike. Your digital advertisement will reach deathcare professionals across the globe.

Standard banner
(700 pixels wide x 150 pixels high)

- $1,250 for 3 months

Vertical skyscraper
(200 pixels wide x 300 pixels high)

- $1,000 for 3 months

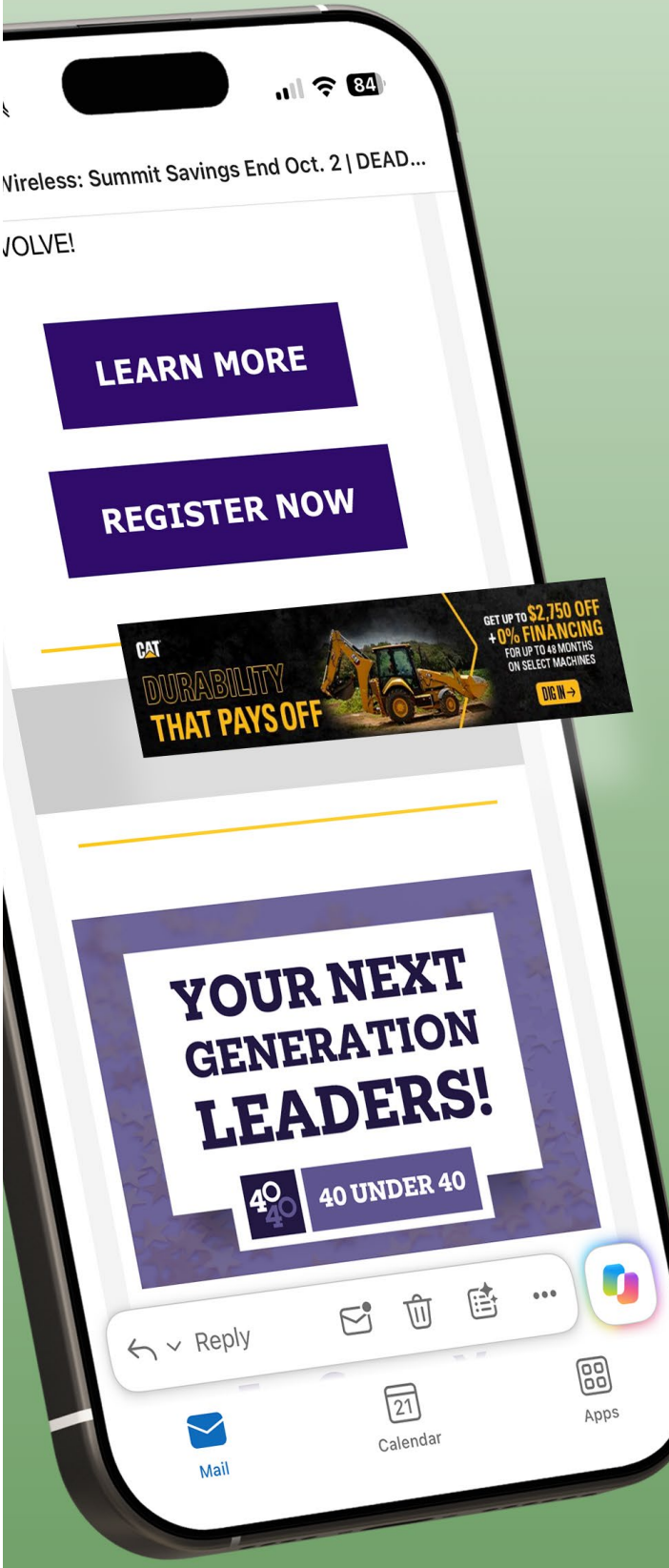
WIRELESS E-NEWSLETTER

Wireless is ICCFA's bi-weekly electronic newsletter exclusively for our members and sent out to over 8,500 subscribers. It provides the latest information on legal/legislative issues that affect the deathcare profession and highlights ICCFA events, programs and initiatives. That means when ICCFA members read *Wireless*, you can be sure they will see your ad.

Standard banner
(700 pixels wide x 150 pixels high)

- $1,250 for 3 months

All ads should be a single image. Files should be RGB, 72 dpi and in one of the following formats: JPG, GIF, PNG, or BMP. Advertisers will receive two points toward their Annual Convention booth space for each banner ad they place per year.



DIGITAL ADVERTISING



WIRELESS COVER LETTER BANNER AD SPOTLIGHT

Capture immediate attention with the *Wireless* Cover Letter Banner Ad Spotlight, our premium digital banner placement designed for maximum visibility. Perfect for promoting career services, tools, or innovative offerings, this spotlight ensures your message doesn't just get seen - it gets remembered.

***Wireless* Cover Letter Banner Ad Spotlight**

(1920 pixels wide x 1300 pixels high)

- $600 per issue

WEBINAR SPONSORSHIPS

In 2027, ICCFA webinars and *Momento Mori* magazine will work hand in hand, aligning topics to create powerful, cross-platform exposure. Sponsors can amplify their visibility, reinforce thought leadership, and reach engaged professionals across both print and digital channels.

Cost: $1,500 per webinar.

BENEFITS

- Introduce yourself, your company, and the webinar.
- Share an advertisement (up to 60-seconds) at the beginning of the webinar.
- Company logo placed prominently on screen before and during the webinar.
- Verbal thank you during the webinar from our moderator.
- Company logo featured on all marketing emails, social media posts, and on the ICCFA website.
- GDPR-compliant attendee list for marketing and contacts will be provided including email addresses.
- ICCFA members receive access to webinar recording, meaning continued exposure for your organization.

3,800+

TOTAL WEBINAR ATTENDANCE



2027 WEBINAR CALENDAR

JANUARY	**Introducing the Historic & Garden Cemeteries Committee**
FEBRUARY	**Architecture & Sustainability** *Designing Special Spaces: Architecture, Maintenance, and Sustainability in Cemeteries and Funeral Homes*
MARCH	**Trees, Landscapes & Arboriculture** *Arboretums & Arboriculture*
APRIL	**Leadership & Learning** *Gathering to Grow: Building Stronger Leaders in Funeral Service*
MAY	**PLPA: Pet Aftercare & Professional Growth** *Celebrating National Pet Month: Insights & Short Course Preview*
JUNE	**Business & Growth Strategy** *Marketing with Purpose: Strategies to Grow Your Deathcare Business*
JULY	**Innovation & Technology** *Tomorrow's Tools Today: Innovation and Technology in Funeral and Cemetery Practice*
AUGUST	**Workforce Engagement & Well-Being** *Engaging the Team & Avoiding Burnout*
SEPTEMBER	**Community & Connection** *Strengthening Community Ties: Building Partnerships with Local Businesses*
OCTOBER	**Policy, Practice & Legacy** *Honoring Choices: Cremation, Memorialization, and Evolving Practices*
NOVEMBER	**Professional Development** *Advancing the Pet Loss Profession: Best Practices and New Horizons*
DECEMBER	**Legislative & Future Directions** *Shaping the Future: Legislative Updates and Reflections on What's Next*

2027 ICCFA DIGITAL ADVERTISING INSERTION ORDER FORM

This form is for placing an advertisement online, in *Wireless* only.
Please see the "*Memento Mori* Display Advertising Insertion Order Form" to place an ad in *Memento Mori*.

ADVERTISER

Address

City | State | Zip

Person to contact | Phone

Email

Company website (to be linked in digital version of publication)

AD AGENCY

Address

City | State | Zip

Person to contact | Phone

Email

** Ad runs of six months in length and renewals receive a 10% discount. *Memento Mori* advertisers receive a 10% discount on online ads (excludes classifieds). All ads are based on availability. The homepage of the site is NOT available.
Rotating: In a rotation with other advertisers. When a page is refreshed, the ads will rotate positions.

- This order form is subject to all of the provisions of the online advertisement rate card in effect on the date of the signature.
- This reservation is NOT complete without a signed authorization and pre-payment.
- Full payment is required in advance.

TYPE OF INSERTION (CHECK ONE)

WIRELESS ADS	COVER LETTER BANNER AD	WEBSITE ADS	WEBINAR SPONSORSHIP
☐ Banner ad in *Wireless* for 3 months: **$1,250**	☐ Banner ad per issue: **$600**	☐ Standard banner ad for 3 months: **$1,250**	☐ Per webinar: **$1,500**
		☐ Vertical skyscraper banner ad for 3 months: **$1,000**	

PAYMENT

TOTAL AMOUNT

Please provide the contact information for the person or department responsible for receiving the electronic/online invoice, which can be paid via credit card, ACH, or check. All invoices must be paid in full within 30 days of receiving the electronic/online invoice.

Name:

Email Address:

Phone Number:



ICCFA CAREER CENTER

POST A JOB. REACH THE RIGHT CANDIDATES. FILL YOUR ROLE.

Have a job opening at your cemetery, crematory, or funeral home? The **ICCFA Career Center** is here to help you find qualified candidates who are passionate about serving in the deathcare profession.

Our newly updated platform makes it simple to post positions, reach a targeted audience, and connect with professionals who are actively looking for their next opportunity in deathcare. **Prices for posting a position start at just $260 for a 30-day listing.**

Visit *careers.iccfa.com*



EVENT SPONSORSHIPS

ICCFA YEARLY SPONSORSHIPS

Sponsorships provide an opportunity to not only support the ICCFA's educational events, but to also get your organization in front of hundreds of the most progressive deathcare professionals. Each one of our educational conferences targets a different audience and offers different opportunities.

The ICCFA is proud to offer yearly sponsorship packages for any organization's budget. These packages were designed to provide you with maximum year-long exposure at all of ICCFA's events (DEAD Talks sales conference, ICCFA Experience, ICCFA University, and ICCFA Leadership Summit). These packages will allow you to select the best option to meet your organization's goals. The ICCFA relies on your support of events to help the next generation of funeral professionals. Your sponsorship allows the ICCFA to defray costs and maintain these events at an affordable level to provide attendees with the educational and networking opportunities they need to grow within the profession.

As an ICCFA sponsor, you'll receive recognition through printed pre-show materials, emails, the ICCFA website, the on-site program, on-site signage and verbal recognition from the stage. Following the event, you will receive an ROI report detailing where and how your company sponsorship was recognized.

Target Audiences: Sales managers & counselors; ICCFA members (most with final purchasing authority); CEOs and upper level management

Sample Sponsorship Opportunities: Keynote speakers, networking events, audio/visual support, receptions, coffee breaks, lunches, educational tracks, general session staging support.

Lindsy Gundrum
Director of Meetings
703.391.8405 | *lindsy@iccfa.com*





ICCFA®
INTERNATIONAL CEMETERY, CREMATION AND FUNERAL ASSOCIATION

107 Carpenter Drive, Suite 100
Sterling, VA 20164

WE'RE ALWAYS HERE TO HELP

If you are interested in:

- Advertising
- Exhibiting
- Supplier Membership

Contact:

RICK PLATTER

SUPPLIER RELATIONS MANAGER

571.323.2985
rplatter@iccfa.com

If you are interested in:

- Event Sponsorships
- Yearly Sponsorship Packages

Contact:

LINDSY GUNDRUM

DIRECTOR OF MEETINGS

703.391.8405
lindsy@iccfa.com