

Score Big with Our Proven Marketing Strategies

INSIDE:

NEW

Grow your fan base with our NEW
Preplanning Football campaign!

INTRODUCING
FACEBOOK IMAGES

USING OUTDOOR BILLBOARDS
TO REACH YOUR COMMUNITY

adfinity
endless ideas

CATALOG
DECEMBER 2014



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THE NEW MORE AFFORDABLE DIRECT MAIL OPTION

The Every Door Direct Mail (EDDM) program is a relatively new option offered via the USPS. It provides a less expensive way to get your direct mail piece into every mailbox within a specified carrier route or zip code, for less postage, even as low as 15 cents per piece. Instead of buying a mail list, this program lets you pick and choose by geography to ensure you're mailing to exactly who you want to. Target specific neighborhoods, a radius around your funeral home, or even an area around a primary competitor. Contact us for more information.



adfinity's vision statement:

1. Do fabulous work and be known around the world for our innovativeness.
2. Attract exciting people—more than a few of whom are a little offbeat.
3. Raise hell, constantly question “the way things are done around here” and never, ever rest on our laurels. (Today’s laurels are tomorrow’s compost.)
4. Make sure that those who leave us, voluntarily or involuntarily, can testify to having learned a lot, having had a special experience and having made fast friends while they were here. (Ye shall be known by your alumni.)
5. Have a collegial, supportive, zany, laughter-filled environment where people support one another and politics are as absent as they can be in a human (i.e., imperfect) enterprise.
6. Insure that no question or innuendo ever arises about our ethics.
7. Dot the “i’s,” cross the “t’s,” answer the phones promptly, send out errorless invoices and, in general, never forget that God is in the details.
8. Work with exciting clients (and other partners) who turn us on and stretch us, from whom we can learn and with whom we enjoy associating. (And who pay their bills on time, too). Fire dud customers.
9. Take in substantially more money than we spend. (Where spending includes above average compensation and a very high level of investment in the future.)
10. Grow via creative, high-quality services and the acquisition of terrific clients—not via growth for growth’s sake.

Are you ready for some football? Get your town interested in your preplanning message by promoting your local professional or college football team colors on television and billboards! Your preneed sales will be FANtastic!

NEW CAMPAIGN

ULTIMATE FOOTBALL FAN Preplanning Campaign

\$1,500 for TV spot includes licensing, customization of team colors, and tagging

\$2,000 for both TV spot as described above PLUS billboard



091204

**I don't want to be buried in a suit.
I'M A FOOTBALL FAN!**

**Funeral preplanning.
A smart game plan.**

 **Stephen R. Haky**
Funeral Home, Inc.
Stephen R. Haky, Jr., Supervisor

HakyFuneralHome.com

091201*

**I don't want to be buried in a dress.
I'M A FOOTBALL FAN!**

**Funeral preplanning.
A smart game plan.**

 **Stephen R. Haky**
Funeral Home, Inc.
Stephen R. Haky, Jr., Supervisor

HakyFuneralHome.com

091202*

**Only available to clients who license television commercial #091204 and retainer clients.*

adfunity.net

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.



STARTING AT **\$740**

Get **2,500** personalized brochures for \$1,755 (\$.35 each)

Try our ready-to-use brochures on a variety of topics including cremation, grief and preplanning.



#121305



#011404

\$200

Artwork is delivered via email.



*Ask us about the rest
of our ready-to-use
brochure options.*

MATCHING POSTCARD

10,000 \$5,201.70 (\$0.52 each)

#011404DM

Includes: licensing, printing, mailing list, mail house services and postage.

**Prices subject to change.*

1-877-251-1222

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.



#011001

OUTDOOR ADVERTISING

Keep your funeral home name in front of your community all year long with public service announcement (PSA) outdoor advertising. Billboards and transit ads are seen morning, noon and night.

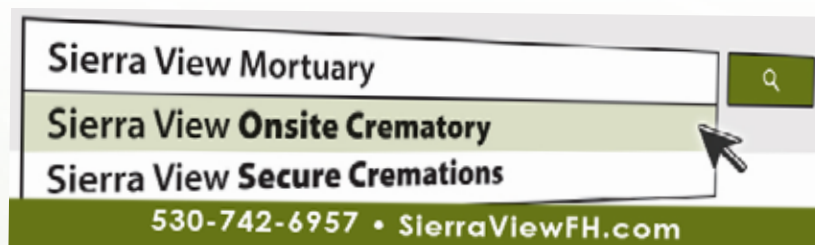
LICENSING FEE \$825

(Includes personalization.)

Always free features:
Sized to your specifications
Personalization
Artwork delivered via email



#011002



#091306

View more of our stock
 billboards online at
adfunity.net

adfunity.net

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.



— New and Updated —

NEWSPAPER ADS

Newspaper advertising promises thousands of readers and caters to the local audience you want to reach. Newspaper also helps drive readers to your website, so even a small ad can be effective.

AD LICENSING FEE \$200

(Includes personalization.)

MIX & MATCH ANY FIVE NEWSPAPER ADS FOR \$500

— H o l i d a y s —

HOLIDAY ADS: \$100 AD LICENSING FEE



W E WISH YOU AND YOUR FAMILY AN EASTER SEASON OF LOVE & JOY

Darkness cannot drive out darkness; ONLY LIGHT CAN DO THAT. Hate cannot drive out hate; ONLY LOVE CAN DO THAT.
— Martin Luther King, Jr. —

DeMornay FUNERAL HOME
6405 Boyhill Dr. • Mahanum 555-1123 demornayfh.com

#011301

#041101



Easter Joy

What does Easter mean to you?
Maybe as a child, you were followed by a premise of a long, playful summer. As an adult, there are many reasons to celebrate Easter. Whatever your reason, hopefully it means the beginning of something good.

Loose Funeral Homes & Crematory
Embracing the Spirit in Our Communities
200 West 5th Street • Jackson 765-649-5255 LooseCares.com


Dr. Martin Luther King, Jr. (1929-1968)

Leader of the non-violent Civil Rights Movement in the U.S., Dr. King not only began the Civil Rights Movement with the Montgomery Bus Boycott, he himself became an icon for the entire movement.

Celebrate his efforts today and every day.

DeMornay FUNERAL HOME
6405 Boyhill Dr. • Mahanum 555-1123 demornayfh.com

#010106



Fill your Easter baskets and hearts.

This Sunday, make sure you celebrate the true meaning of Easter with those you love.

McLane FUNERAL HOME & CREMATION
2015 Peachtree Lakeside • Atlanta 404-242-9144
4015 Church St. • Atlanta 404-242-9144
10075 Lakewood • Atlanta 404-242-9144
10075 Lakewood • Atlanta 404-242-9144
Funerals • Cremation • Pre-Planning • Pet Services

#011302

6

#031304



With our own crematory, we are in complete control.

With our own crematory and affordable pricing, we are able to offer you both excellence and value in one place. For more information on our cremation services, please contact us at...

HETRICK-BITNER FUNERAL HOME, INC.
3125 Walnut Street
Harrisburg, PA 17109
(717) 545-3774
Nathan Bitner, Sage

#021402



Owning our crematory means we control the process... and the prices.

We are committed to offering secure cremation services. And we are sure of that because we own and operate the only crematory in the country using the strictest quality control measures. For more information on our cremation services, please contact us at...

HETRICK-BITNER FUNERAL HOME, INC.
3125 Walnut Street
Harrisburg, PA 17109
(717) 545-3774
Nathan Bitner, Sage

#021403



We own the crematory so we set the standards.

We are committed to providing valuable cremation services. We are proud to own the only crematory in the country and will ensure your loved one receives the care and respect they deserve. For more information on our cremation services, please contact us at...

HETRICK-BITNER FUNERAL HOME, INC.
3125 Walnut Street
Harrisburg, PA 17109
(717) 545-3774
Nathan Bitner, Sage

#021404



FAREWELLS DONE WELL!

Ready FUNERAL & CREMATION SERVICES
www.readyfuneral.com

Burlington SOUTH CHAPEL 261 Shelburne Road 802/862-0991

Essex Junction MTN. VIEW CHAPEL 68 Pinecrest Drive 802/879-9477

#031401



RESOLUTIONS
Pre-plan for the future this new year.

1. ? 2. ? 3. ?

No one wants to think about their funeral, but getting your arrangements squared away long before they're needed is smart and takes the burden off those you love. Call today to make an appointment with a preplanning specialist.



Branch FUNERAL HOMES
Funerals & Cremations

SMITHTOWN: 190 East Main Street (631) 724-9500

MILLER PLACE: 551 Route 25A (631) 744-9700

• BranchFH.com •

#111305

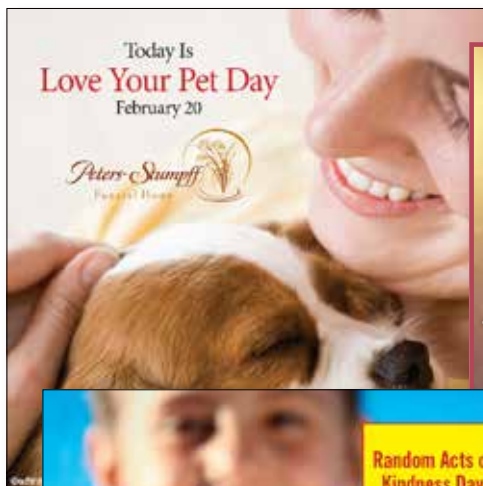
Our complete newspaper ad library can be found at

adfinity.net

All of our newspaper ads can be made into postcards, direct mailers, billboards and more!

1-877-251-1222

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.



#011306

#011407



FACEBOOK IMAGES

It's time to get social with our new Facebook Timeline Images. Select from our inventory of ready-to-use social media images. We'll add your business name and they are ready to post!

Select from categories including:

- Uplifting quotes
- Grief quotes
- Famous person tributes
- National holidays
- Religious holidays
- Causes (Social Worker Month, Breast Cancer Awareness, Organ Donor Day, etc.)

10 FOR **\$500**

5 FOR **\$375**

1 FOR **\$100**

*Must select all ads in package at once and all will be delivered at once.

Have something different or unique in mind? We'll create your custom image in record time. Contact us for a quote.



#011307



#011304



#061417

adfunity.net

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.



14633 Canopy Drive
Tampa, FL 33626

RETAINER PROGRAM

Looking for a comprehensive marketing plan and all the advertising tools needed to implement it? Then you might be a perfect fit for our retainer program. For \$1,250/month, adfunity will create a Strategic Marketing Plan specifically for your situation and goals and provide you with unlimited access to our library of ready-to-use advertising materials PLUS design and copywriting of custom projects as needed. You also get a dedicated project manager who will work with you and our designers, copywriters and media buyers to ensure your campaign stays on schedule, on brand message and on budget. Call Doug at 1-877-251-1222 x 1 or email doug@adfunity.net today!

adfunity.net

Browse our website for the latest in advertising and marketing. We have all of the tools you'll need to successfully promote your funeral home!

- Newspaper ads
- Television ads
- Radio spots
- Media buying
- Logos
- Transit ads
- Newsletters
- Product brochures
- General Price Lists
- Program ads