

WE'VE GOT YOUR BLUEPRINT FOR SUCCESS

ENDLESS
IDEAS

adfinity

CATALOG
april 2013



TABLE OF CONTENTS

	Page
Brochures and Direct Mail.....	3
Billboards.....	4
Logos.....	5
Newspaper Ads.....	6
Ready-To-Use Brochures.....	7
List of Services	Back Cover

DISCLAIMER: THIS CATALOG CONTAINS COPYRIGHTED MATERIAL. UNAUTHORIZED USE OF ANY PART THEREOF VIOLATES FEDERAL LAW.

STRATEGIC MARKETING PLANS

Sometimes you are so close to your business, it is hard to be objective about your strengths and weaknesses, opportunities and threats. Let adfinity give you a frank and no-nonsense assessment of your funeral home from the public's point of view and develop a comprehensive marketing strategy to put your firm on top and keep it there.

Marketing plans start at **\$3,750**



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.

The Personal Family Guide

For advance planning of a funeral



It isn't a question of *if*, but a matter of *when*. Advance planning ensures that someone you care about will never have to make all the decisions alone.

Survivor's Checklist

- Why leave the burden of decisions to fall on someone close to you, perhaps alone, with other responsibilities on their mind and most likely on the worst day of their life?
- 1. Name of deceased
 - 2. Date of death
 - 3. Place of death
 - 4. Name of funeral home
 - 5. Name of officiant
 - 6. Name of cemetery
 - 7. Name of burial place
 - 8. Name of crematorium
 - 9. Name of urn
 - 10. Name of casket
 - 11. Name of flowers
 - 12. Name of music
 - 13. Name of readers
 - 14. Name of hymns
 - 15. Name of eulogists
 - 16. Name of speakers
 - 17. Name of guests
 - 18. Name of food
 - 19. Name of drink
 - 20. Name of transportation
 - 21. Name of accommodation
 - 22. Name of clothing
 - 23. Name of jewelry
 - 24. Name of personal items
 - 25. Name of pets
 - 26. Name of children
 - 27. Name of grandchildren
 - 28. Name of friends
 - 29. Name of neighbors
 - 30. Name of community
 - 31. Name of church
 - 32. Name of synagogue
 - 33. Name of mosque
 - 34. Name of temple
 - 35. Name of school
 - 36. Name of workplace
 - 37. Name of business
 - 38. Name of profession
 - 39. Name of industry
 - 40. Name of organization
 - 41. Name of association
 - 42. Name of club
 - 43. Name of group
 - 44. Name of team
 - 45. Name of league
 - 46. Name of conference
 - 47. Name of meeting
 - 48. Name of event
 - 49. Name of occasion
 - 50. Name of celebration



This 16-page, fully-customized preplanning guide will help boost preneed sales and is a perfect addition to your presentation folders.

DIRECT MAIL

'THE ONE THING EVERYONE HAS IN COMMON' DIRECT MAIL

Licensing is just **\$1,050**

(Includes personalization. Printing, mail list, mailing services and postage additional - call for quote.)

Get **1,000** printed and mailed for \$2,645 (\$2.65 each)*

Get **2,500** printed and mailed for \$3,430 (\$1.38 each)*

Get **5,000** printed and mailed for \$4,564 (\$1.09 each)*

*Pricing for Every Door Direct Mail (EDDM) includes printing, shipping to post office and postage (no mailing list required with this option).

The one thing everyone has in common...

#120401



BROCHURES

PERSONAL FAMILY GUIDE BROCHURE

Licensing/creative fee **\$1,500**
030501

Get **1,000** printed for \$1,335

Get **2,500** printed for \$2,230

Get **5,000** printed for \$3,165



adfunity.net

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

OUTDOOR ADVERTISING

Outdoor advertising presents a powerful alternative choice for uncluttered delivery of your message because it can't be turned off or thrown away! From billboards to bus wraps to subway signs, adfinity can get your message out.

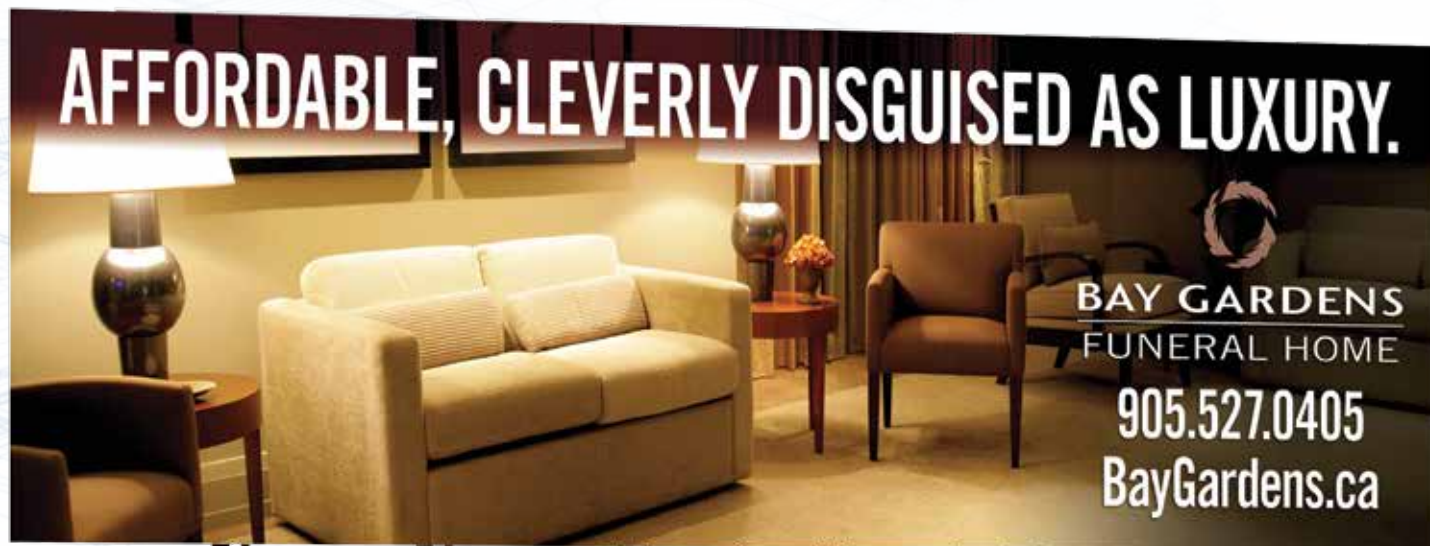
More billboard choices can be found at adfinity.net

**'AFFORDABLE, DISGUISED AS LUXURY'
BILLBOARD LICENSING FEE**

\$825

(Includes personalization. Media placement additional.)

#020903B



Did you know adfinity offers **MEDIA BUYING** and **DESIGN** services for billboards, bus wraps, transit stops and other out-of-home advertising media? We can help you reach the people nearest you!

GIVE YOUR FUNERAL HOME'S IMAGE A MAKEOVER

Make sure your professionalism and compassion shine through your branding with a modern, sophisticated new logo created by our experienced designers.

LOGO DESIGN

DEVELOPMENT FEE

\$2,750

(Includes stationery design.)



Sacramento MEMORIAL LAWN



CREMATION &
FUNERAL CARE
by Danielle Andy Belusko



STUMPFF
MONUMENTS 

Ask us about our **RETAINER** program!

adfunity.net

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

NEWSPAPER ADS

Our stock newspaper ads are just \$100 each. 74% of newspaper readers are between the ages of 45-64 (36%) and 65-plus (38%), meaning newspaper is still a viable way to reach your target audience.

Visit adfinity.net to view our entire selection of ready-to-use ads.

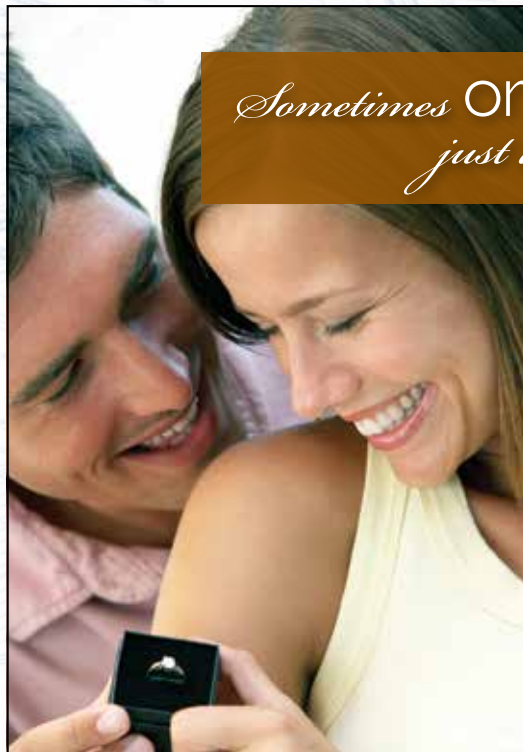
#110804A



Waiting for someday to preplan your cremation may be a big mistake. Last time we checked, there is no *someday* on the calendar.

Preplan today.

☑ Sunday ☑ Monday ☑ Tuesday ☑ Wednesday ☑ Thursday ☑ Friday ☑ Saturday



Sometimes ordinary just isn't good enough.

There are certain times in your life, special occasions such as when you picked out just the right engagement ring, that are more about getting it right than searching for the cheapest deal.

There's a place for ordinary. But you won't find it here. For a once-in-a-lifetime event that is a fitting tribute to your one-of-a-kind loved one, call Kozlak-Radulovich.

Kozlak Radulovich

FUNERAL CHAPELS

1385 107th Ave NE | 13745 Reimer Dr
Blaine | Maple Grove
(763) 783-1100 | (763) 416-0016

1918 University Ave NE
Minneapolis
(612) 789-8869

www.KozlakRadulovich.com

St. Louis
ATION

2135 Chouteau Ave. | St. Louis, MO 63103

(314) 241-8844

15001 Manchester Rd. | Ballwin, MO 63011

(636) 227-4488

www.StLouisCremation.com

#090801

Did you know all adfinity newspaper **ADS** come with **FREE** personalization and sizing?
Did you know all of adfinity's newspaper **ADS** are available in **COLOR** and **BLACK & WHITE**?

HAVE AN EVENT COMING UP? OUR BROCHURE PACKS ARE READY TO GO.

You have a company brochure, but want to focus on preplanning or cremation for a program or in your presentation folders. We offer stock brochures on topics ranging from cremation to veterans to preplanning. And all have space for you to add your funeral home's logo, address and phone number.

THINKING OF THOSE we love...

DON'T YOU WILL PROVE BY WILLING

ABOUT MY DREAMS MYSELF

MAKING SOUND Decisions

DECIDING ON PREPLANNING

FUNERAL ETIQUETTE
A guide to thoughtful behavior.

BEING A family-owned FUNERAL HOME
And What It Means to You

WHAT about CREMATION
Many Choices There Are Wis

CREMATION for CATHOLICS
Where the Church Stands

"adfinity has been doing all my television commercials, direct mailings and newspaper ads since 2004. I have never been so happy with the results they have shown to us. A big thank you to the team who spends countless hours with us perfecting our advertisements."

—Frank Kapr, Frank Kapr Funeral Home

adfinity.net

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

READY-TO-USE BROCHURES

Available in packs of **100** for just **\$50**.

Want your brochures personalized? We can add your contact information and get them printed affordably.

Get **500** personalized brochures for \$250 (\$.50 each)

Get **1,000** personalized brochures for \$400 (\$.40 each)

Get **2,500** personalized brochures for \$750 (\$.30 each)

14633 Canopy Drive
Tampa, FL 33626

MARKETING TIP

Advertise your competitive advantage. While there is a place for general, top-of-mind awareness campaigns, the most effective ads tell your audience how you're different and why that matters to them.



Leah Burkett
adfinity project manager

adfinity.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
- Social media
- Media buying
- Google AdWords
- Strategic marketing plans
- Email marketing
- Company brochures
- Promotional items
- Website reviews