

**WE'VE GOT  
YOUR  
BLUEPRINT  
FOR  
SUCCESS**

ENDLESS  
IDEAS

**adfinity**

CATALOG  
july 2013



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## PROMOTIONAL ITEMS

Are you looking for innovative and affordable ways to get your name out into the community? Let adfinity help you find just the right promotional item or giveaway. Some items we've personalized recently include:

- *media loungers*
- *coffee cups*
- *emery boards*
- *tissue packs*
- *pens*
- *hand sanitizer*



We can put your logo on just about anything.  
Call and let us come up with the perfect promotional item for your firm.

## 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.



## WEBSITE OR WEB PRESENCE REVIEW

When is the last time someone checked your website for typos or missing images? Have you or any members of your staff ever Googled your firm name to see how it appears online? Do you have any reviews on Yelp or Angie's List? If you answered 'No' or 'I have no idea what you are talking about,' let adfinity conduct a website and/or web presence review.

The reviews typically cost \$500 to \$700, depending on the number of pages on your website, length of your content and number of locations.

For an estimate, please contact Traci at 1-877-251-1222 x 2 or email [traci@adfinit.net](mailto:traci@adfinit.net) today!



## EMAIL MARKETING

Email marketing is an ideal way to promote your funeral home's services and events to the families you've served over the years. Whether it is a simple preneed email blast, invitation to a seminar or full-blown monthly newsletter, adfinity can help you create and manage your email marketing program.

Call Stephanie at 1-877-251-1222 x 9 or email [stephanie@adfinit.net](mailto:stephanie@adfinit.net) for a quote today!



**adfinit.net**

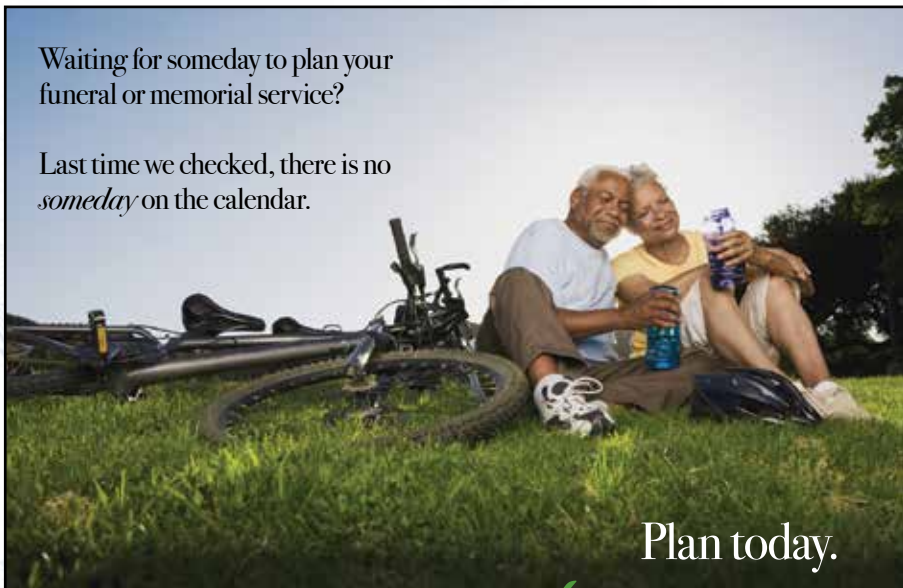
# NEWSPAPER ADVERTISING

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.

Our complete newspaper ad library can be found at [adfunity.net](http://adfunity.net)

Waiting for someday to plan your funeral or memorial service?

Last time we checked, there is no *someday* on the calendar.



Plan today.

Sunday 
  Monday 
  Tuesday 
  Wednesday 
  Thursday 
  Friday 
  Saturday

Waiting for someday to plan your funeral or memorial service may be a big mistake. Last time we checked, there is no *someday* on the calendar.

Plan today.

Sunday 
  Monday 
  Tuesday 
  Wednesday 
  Thursday 
  Friday 
  Saturday

THOMAS L.  
**DeMornay**  
FUNERAL HOME

#090801

You've often said, "Someday I'll get around to planning my funeral or memorial service."  
Last time we checked, there is no *someday* on the calendar.



Plan today.

Sunday 
  Monday 
  Tuesday 
  Wednesday 
  Thursday 
  Friday 
  Saturday

THOMAS L.  
**DeMornay**  
FUNERAL HOME

6465 Broyhill Dr. • Mahonan  
555-1123  
demornayfh.com

#090805

THOMAS L.  
**DeMornay**  
FUNERAL HOME

6465 Broyhill Dr. • Mahonan  
555-1123  
demornayfh.com

#090804

Our Someday series is available as **POSTCARDS**, direct mailers, **BILLBOARDS** and more!



Someday is not the time to plan your funeral or memorial service.  
Last time we checked, there is no *someday* on the calendar.

Plan today.

Sunday
  Monday
  Tuesday
  Wednesday
  Thursday
  Friday

THOMAS L.  
**DeMornay**  
 FUNERAL HOME

6465 Broyhill Dr. • Mahonau  
 555-1123  
 demornayfh.com

@adfnity

#090802

You say you'll get around to planning your funeral or memorial service someday. Last time we checked, there is no *someday* on the calendar.

Plan today.

Sunday
  Monday
  Tuesday
  Wednesday
  Thursday
  Friday
  Saturday

THOMAS L.  
**DeMornay**  
 FUNERAL HOME

6465 Broyhill Dr. • Mahonau  
 555-1123  
 demornayfh.com

#090805B

AD LICENSING FEE  
**\$100**

(Includes personalization.)

Did you know all adfnity newspaper **ADS** come with **FREE** personalization and sizing?

Did you know all of adfnity's newspaper **ADS** are available in **COLOR** and **BLACK & WHITE**?

You say you'll get around to planning your funeral or memorial service someday. Last time we checked, there is no *someday* on the calendar.

Plan today.

Sunday
  Monday
  Tuesday
  Wednesday
  Thursday
  Friday
  Saturday

THOMAS L.  
**DeMornay**  
 FUNERAL HOME

6465 Broyhill Dr. • Mahonau  
 555-1123  
 demornayfh.com

#090803

adfnity.net

## DIRECT MAIL

One of the best ways to reach prospective and current customers, direct mail yields some of the highest response rates. Our new 'Someday' preplanning mailer is the perfect way to reach families near you.



#090801 Direct Mail



## 'SOMEDAY' DIRECT MAIL

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

# 090801

(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).

## POSTCARDS

POSTCARD LICENSING FEE **\$500**

(Includes personalization. Printing additional.)

Sample printing prices based on our deluxe 6 x 8.5 inch postcard size.

Get **1,000** personalized postcards for \$430 (\$.43 each)

Get **2,500** personalized postcards for \$755 (\$.30 each)

Get **5,000** personalized postcards for \$1,165 (\$.23 each)

### POSTCARDS CAN REALLY DELIVER.

When you want to get your message out to lots of people at once, our high-quality, full-color direct mail postcards are fast and cost-effective. Use them to promote preplanning to families you've served or mail to your entire community. The opportunities are endless.



#090802 Post Card



# BROCHURES

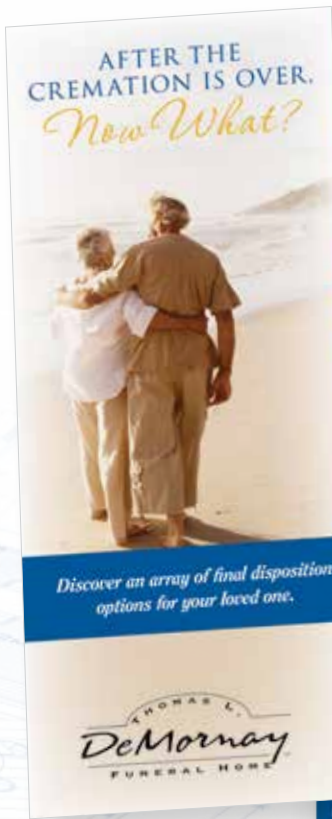
## WHAT NOW? BROCHURE

Personalization fee **\$55**  
# 041305

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)



Cremation is growing in popularity. But, what should the families you serve do with their loved one's cremains after the service?

**THIS BEAUTIFUL EIGHT-PANEL BROCHURE WILL SHOW THEM.**



Ask us about our **RETAINER** program!

**adfunity.net**

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

14633 Canopy Drive  
Tampa, FL 33626

## MARKETING TIP

We want you to look your best! When supplying us with photos and images, make sure they are high resolution. This means the original artwork, not artwork pulled from the Internet or scanned or saved in a Word document. The resolution we recommend is 300 dpi for all logos and photos. For logos, we prefer to have an .eps, .ai or .tif file format if possible.



Katie Elderkin  
affinity designer

# 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
- Radio spots
- Media buying
- Logos
- Out-of-home advertising
- Newsletters
- Company brochures
- General Price Lists
- Forms