the DIRECTOR

Official publication of the National Funeral Directors Association

2011 Editorial Calendar & Advertising Deadlines

January 2011
Your Strategic Plan (Business Preparedness)
Ad Space Reserved by November 10, 2010
Ad Material Due by November 17, 2010
Editorial Material Due by December 1, 2010

February 2011
Enhancing Services with Celebrants
Plus: Checking in with Detroit
(Professional Vehicle Update)
Ad Space Reserved by December 10, 2010
Ad Material Due by December 17, 2010
Editorial Material Due by January 1, 2011

March 2011
Marketing to Today's Consumer
Plus: Strategic Marketing to Educate Families
on what going green can mean
Ad Space Reserved by January 10, 2011
Ad Material Due by January 17, 2011
Editorial Material Due by January 25, 2011

April 2011
Mortuary Science Education
Plus: The Funeral Home's Office 2011
Ad Space Reserved by February 10, 2011
Ad Material Due by February 17, 2011
Editorial Material Due by February 25, 2011

May 2011
Legislation & CompliancePlus: Aftercare
[Continuing the relationship after the service]
Ad Space Reserved by March 10, 2011
Ad Material Due by March 17, 2011
Editorial Material Due by March 25, 2011

June 2011
Funeral Director or Event Planner?
(The new arrangement Conference)
Plus: Women in Funeral Service
Ad Space Reserved by April 11, 2011
Ad Material Due by April 18, 2011
Editorial Material Due by April 25, 2011

July 2011
Cremation A-Z
Plus: Taking the Public's Temperature
on Pet Memorialization
Ad Space Reserved by May 10, 2011
Ad Material Due by May 17, 2011
Editorial Material Due by May 25, 2011

August 2011
NFDA Expo Preview
Plus: Time to Build or a Just Facelift?
(Do you see what your visitors see?)
Ad Space Reserved by June 10, 2011
Ad Material Due by June 17, 2011
Editorial Material Due by June 25, 2011

September 2011
Sneak Peak: NFDA's Chicago Convention Preview
The Funeral Service Financial Issue
(Preneed & Insurance)
Plus: Preparation Arts
Ad Space Reserved by July 11, 2011
Ad Material Due by July 18, 2011
Editorial Material Due by July 25, 2011

October 2011
The NFDA Convention: the State of the Profession
Ad Space Reserved by August 10, 2011
Ad Material Due by August 17, 2011
Editorial Material Due by August 25, 2011

November 2011
New ideas for every room in your funeral home
Plus: Sprucing up that GPL
Ad Space Reserved by September 9, 2011
Ad Material Due by September 16, 2011
Editorial Material Due by September 25, 2011

December 2011
Recap Chicago Convention
Ad Space Reserved by October 10, 2011
Ad Material Due by October 17, 2011
Editorial Material Due by October 25, 2011