



**P.O. Box 395 • Hanover, Virginia 23069 •
Phone: (804) 264-0505 Fax: (804) 264-3260**

Dear Funeral Service Partners,

Thank you for the hard work and dedication you provide to make the funeral profession in Virginia the best it can be. Without you, our member firms would not be able to provide the care and comfort needed during times of loss.

I'm writing to you today to let you know of a new way you can advertise to those member firms.
Beginning November 1, you can advertise your company directly in our VFDA emails!

Our emails go out twice a month and include information about what's happening within our association, what's new in the profession in general, and member firm updates.

A few key benefits of our new email advertisements:

- You can offer time-sensitive promotions and discounts that require quick action
- You can promote seasonal products and content.
- You can encourage online ordering if applicable to your business
- You can increase brand awareness
- Your details land directly in the inbox of your target audience

Email advertisements begin at \$250 per ad and you may bundle four of them to save \$100! Enclosed, you will find details about all of our advertising options and instructions on how to secure your next advertisement.

Thank you again for partnering with the funeral professionals in our state. If you have any questions, please don't hesitate to reach out.

Take care,
Lacy Whittaker
Executive Director

ADVERTISER PAYMENT FORM

Organization Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

METHOD OF PAYMENT Amount Enclosed:

\$ _____
 Check Enclosed (payable to VFDA, VFDA Federal Tax ID #54-0419116)
 VISA **MasterCard** **AMEX** **Discover Expires:** _____ **Security Code:** _____
Card #: _____ **Zip Code:** _____
Name on Card: _____

Signature: _____
