



MEDIA HIT



WHO'S WATCHING

18,000+ per show

Our primary viewers are:

**Funeral Directors
Industry Professionals
Consumers**

WHAT'S THE POINT

Funeral Nation's primary goal is provide up to date funeral industry news, commentary and superlatives in an entertaining non-funeral-like format. The FN show will be distributed through various Social Media mediums to include ConnectingDirectors.com, Facebook, Twitter, Vimeo, Periscope and advertising partners



HOW WE ROLL

We record the show using video technology which will enable viewers to listen as well as watch conversations, interviews and profiles being presented. Guests will be interviewed "on air" via computer. The objective after editing is no more than 20 minutes of "on air time."

THE BREAKDOWN



1. OVERVIEW/COMMENTARY | 2-3 mins.

Funeral news in the last week

2. INTERVIEW SUPERLATIVE | max. 10 mins.

Guests are provided questions in advance of recording

3. SPOTLIGHT | 2 mins.

A funeral director making a difference in their community; recognition of shining a positive light on the industry

4. WTF | 1 min.

A lighthearted look at something funny or otherwise relating to the funeral industry (similar to ESPN's Come On Man!) that will be talked about for a few days after the show; Wednesday, Thursday, Friday

5. WRAP UP | 3-4 mins.

Sponsor recognition, challenge for topics, and invite to share FN by getting Social



Advertising sponsors will be "streamed/showcased" the entirety of the show.

ADVERTISING OPPORTUNITY

During each show there are 4 segments for sponsorship: News, Interview, Spotlight on a Funeral Director and WTF.



Each segment the sponsoring advertiser will be profiled with its logo as well as a short message and contact for more information. During the show, each sponsor advertiser will be clearly streamed/in view for the duration of the program. In addition, sponsoring advertisers will be showcased at least once a week for follow up segments on all Social Media outlets of Funeral Nation TV and ConnectingDirectors.com. Funeral Nation TV will also offer its audience opportunities to follow/like sponsoring advertisers with quarterly contests designed to increase brand awareness.

Finally, each 8 show or more sponsoring advertiser will be a featured guest for interview on the show as well as product/service review on The Funeral Commander blog.

RATES

4 Shows \$1,000 per show
8 Shows \$850 per show
16 Shows: \$500 per show