

November 21, 2006

Dear Advertiser:

As we start to wrap up 2006, I want to thank those of you who have supported the Nebraska Funeral Directors Association (NeFDA) this past year as an Advertiser in the NeFDA *Around The State* newsletter publication and/or NeFDA Membership Directory. At the same time, I want to invite current and potential advertisers to join us as an advertiser in 2007 in two publications—our ***Around The State* newsletter** and **NeFDA Membership Directory**.

By advertising in the NeFDA quarterly newsletter and the NeFDA Membership Directory, you will have the opportunity to:

- Present your logo, products/services and company identity to approximately 250 member funeral homes and branches in the state of Nebraska.
- Increase your visibility among hundreds of licensed funeral directors and nearly 50 NeFDA Associate Members who are involved in or partnering with Nebraska funeral homes.
- Enjoy a year-long presence on the NeFDA website at www.nefda.org. Each issue of the *Around the State* newsletter is archived (with all ads included) as a PDF file on the membership protected pages of the NeFDA website. Enjoy this same year-long presence with your membership directory advertisement provided to members annually in March of each year.
- Receive first opportunity to secure prime booth space and sponsorship opportunities at the Tri- State Convention to be held April 29, 2007 – May 2, 2007 in Overland Park, Kansas.

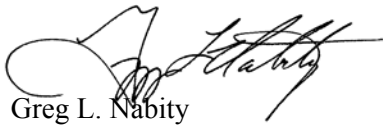
Black and white ad pricing is quoted on the enclosed 2007 pricing sheet. As noted on the enclosed ad schedule, you can realize a savings of 10% by advertising in both NeFDA publications—the 4 issues of the 2007 *Around The State* newsletter and the 2007 Membership Directory.

So that we can maintain an accurate database of information concerning your organization and your contact information, an advertiser information form is enclosed for your completion. A deadline of **January 31, 2007** has been established for the following:

- Your completed information form indicating your advertising selections and company information.
- Due to a recent change in printers, we require at least two file versions of your ad—a TIF, EPS or PDF version. A PDF version is required. All should be at the highest resolution possible.
- Please provide your logo in at least two file formats, as well, one being a PDF. Your logo does not need to be removed from your ad.
- Your payment.

If you have any questions, feel free to contact our NeFDA Executive Director Kathi Schildt or Administrative Assistant Jamie Oborny via email at nefda@assocoffice.net or at 402-423-8900. All of these documents are also available online at <http://www.nefda.org/products/>. We feel fortunate to have counted many of you as a business partner in 2006 and look forward to continuing expanding these mutually beneficial partnerships in 2007.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg L. Nabity", with a large, stylized flourish extending to the right.

Greg L. Nabity
NeFDA President 2006-2007