



MEDIA KIT

2024-2025



Digital Advertising Opportunities

Green Burial Council
info@greenburialcouncil.org

ABOUT US

The Green Burial Council is a nonprofit environmental certification and education organization that sets standards for natural burial in North America. Our mission is to promote the protection of worker health, reduce carbon emissions, conserve natural resources, and preserve habitat through environmentally responsible after-death practices. The GBC provides guidelines that include using certified biodegradable products and foregoing toxic chemicals and vaults during burial in approved green cemeteries throughout the US and Canada.



215,000+

Page views annually on greenburialcouncil.org

#1 Ranking

for search results on green burial

Green Burial Council





OUR REACH

The Green Burial Council currently holds a top 5 ranking for organic search results on a wide range of important key words including **green burial**, **natural burial**, **cemeteries near me**, and **green burials near me**. For connecting with consumers interested in green burial, the Green Burial Council is unmatched.

AUDIENCE

- **Dynamic:** the GBC's audience includes both industry professionals and consumers
 - **Specific:** our deathcare professionals maps ensure that anyone searching online for burial services in their area will see the Green Burial Council
 - **International:** our audience spans the globe, reaching industry professionals, consumers and advocates
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OVERVIEW

17K+

Followers across social media channels

6.7K+

subscribers to our bi-monthly newsletter

18K+

unique page views per month

1K+

webinar attendees annually

DIGITAL OPPORTUNITIES

E-NEWSLETTER

Our bi-monthly e-newsletter goes out to an audience of over 6,700 subscribers that includes certified cemeteries, funeral homes, and burial product manufacturers, consumers, and green burial advocates and enthusiasts. It provides the latest news on green burial, ways to get involved, and keeps subscribers informed about new providers across the globe.

Banner Ad: 468px x 60px

- 1 x \$500
- 3 x \$400
- 6 x \$300

Small Square: 264px x 264px

- 1 x \$350
- 3 x \$300
- 6 x \$250

Large Square: 528px x 528px

- 1 x \$500
- 3 x \$400
- 6 x \$300

WEBINARS

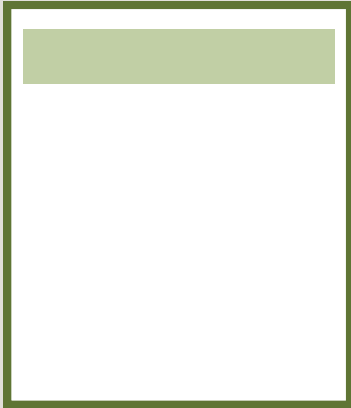
Offered 8 times per year our webinars were attended by 1K+ last year. Hosted for free on a variety of topics relevant to the public and industry professionals alike, connect with your audience by bringing them valuable opportunities.

\$500 per webinar

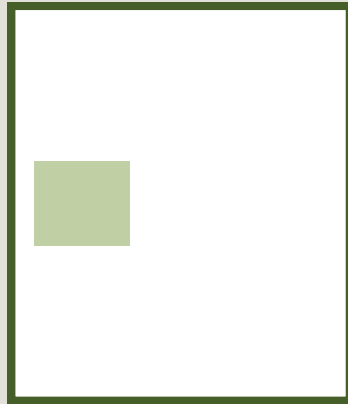


E-NEWSLETTER

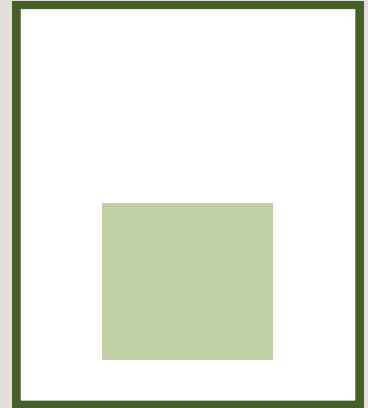
AD PLACEMENT OPPORTUNITIES



Banner Ad



Small Square



Large Square



SEAMLESS INTEGRATION

- You advertisement will be displayed tastefully in our bi-monthly e-newsletter alongside compelling content such as green and natural burial news, events, and other topics relevant to our targeted audience
- A **banner ad** displays at the very top of the newsletter from edge to edge, ensuring eyes on your advertisement
- A **small square ad** will appear across half of the screen, seamlessly integrated into newsletter content
- A **large square ad** will appear across the whole screen, with plenty of space for eye-catching graphics and content

2024-2025 NEWSLETTER CALENDAR

Sep/Oct Newsletter 2024

Published: 9/24

Ad Space reserved by: 9/7

Ad materials due by: 9/10

Sep/Oct Newsletter 2025

Published: 9/30

Ad Space reserved by: 9/13

Ad materials due by: 9/16

Nov/Dec Newsletter 2024

Published: 11/26

Ad Space reserved by: 11/9

Ad materials due by: 11/12

Nov/Dec Newsletter 2025

Published: 11/25

Ad Space reserved by: 11/8

Ad materials due by: 11/11

Jan/Feb Newsletter 2025

Published: 1/28

Ad Space reserved by: 1/14

Ad materials due by: 1/11

Mar/Apr Newsletter 2025

Published: 3/25

Ad Space reserved by: 3/8

Ad materials due by: 3/11

May/June Newsletter 2025

Published: 5/27

Ad Space reserved by: 5/10

Ad materials due by: 5/13

July/Aug Newsletter 2025

Published: 8/26

Ad Space reserved by: 8/9

Ad materials due by: 8/12

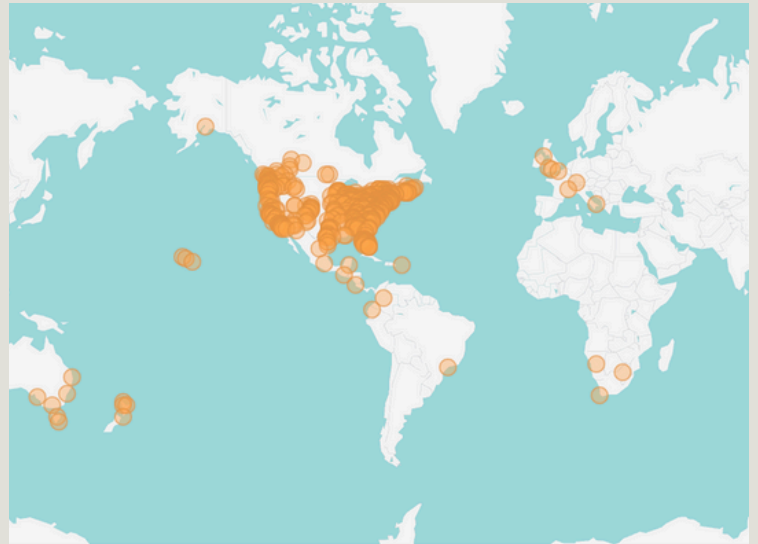


WEBINAR SPONSORSHIP

\$500 per webinar

BENEFITS OF SPONSORSHIP:

- Mentioned and tagged as a sponsor in social media posts for the webinar
- Mentioned as a sponsor in our Eventbrite event
- Sponsorship Message at the beginning and end of each virtual event
- Slide with logo, brief description, contact info, and QR Code
- Bring educational value to your community



AUDIENCE DISTRIBUTION

Green Burial Council



WEBINAR AUDIENCES

We host free webinars on a variety of educational topics for both the public and our community of providers. Sponsor a webinar either for our public audience of green burial enthusiasts or for our more targeted audience of funeral homes and directors, cemetery owners and operators, product providers and other industry professionals.

PUBLIC

Target green burial consumers and enthusiasts by sponsoring a public webinar. Offered 4 times a year, these webinars were attended by 1K+ last year. Webinar hosts present on topics that are of general interest to the natural burial community such as “Caring for Our Dead: Home Funerals” and “Planning Your Natural Burial: Ensuring Eco-Friendly Burial”. Your sponsorship helps us provide these educational opportunities to the community for FREE.

PEER TO PEER

Peer to peer webinars are provided free of charge to our community of funeral providers, from product providers to cemetery operators to funeral home owners. By sponsoring a Peer to Peer webinar, you can directly target industry professionals while helping to connect them with valuable resources. Past topics have included “Discussing the Value of Pre-Planning” and “Educating our Communities About Green Burial”.

Green Burial Council



2024-2025 WEBINAR CALENDAR

PEER TO PEER

October 23rd, 2024

Reserved by: 9/25

Materials due by: 10/2

January 22nd, 2025

Reserved by: 12/20

Materials due by: 1/3

April 23, 2025

Reserved by: 3/26

Materials due by: 4/2

July 23rd, 2025

Reserved by: 6/25

Materials due by: 7/2

October 22, 2025

Reserved by: 9/24

Materials due by: 10/1

PUBLIC

November 20th, 2024

Reserved by: 10/23

Materials due by: 10/30

February 26th, 2025

Reserved by: 1/29

Materials due by: 2/5

May 28th, 2025

Reserved by: 4/30

Materials due by: 5/7

August 27th, 2025

Reserved by: 7/30

Materials due by: 8/6

November 19th, 2025

Reserved by: 10/22

Materials due by: 10/29



CONTACT US

READY TO ADVERTISE WITH US?

Send us an e-mail to learn more about advertising and sponsorship opportunities, or to place your ad today!

Green Burial Council
info@greenburialcouncil.org



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