

# Frontline

*Counsel and Support for Today's Caregiver*

## Rates

<b>1 - 100 copies</b>	<b>.....\$280 per quarter</b>
<b>101 - 150 copies</b>	<b>.....\$360 per quarter</b>
<b>151 - 200 copies</b>	<b>.....\$430 per quarter</b>
<b>201 - 250 copies</b>	<b>.....\$495 per quarter</b>
<b>251 - 300 copies</b>	<b>.....\$560 per quarter</b>
<b>301 - 350 copies</b>	<b>.....\$615 per quarter</b>
<b>351 - 400 copies</b>	<b>.....\$680 per quarter</b>

Frontline rates are based on a minimum one year service agreement.



## We Can Put Together **a List For You!**

**For a one-time fee beginning at \$100**, we will create a list of contacts for you. Simply tell us the area you want covered and we will compile a list of all the caregivers in that region. This list can also be modified by you to best suit your needs.

Please visit  
[www.otcommunications.com](http://www.otcommunications.com)  
for more information or call 1-800-465-0322

# Frontline

Counsel and Support for Today's Caregiver

## Our Service To You

The program we offer with Frontline allows you to send a personalized copy of this unique educational newsletter to specific members of the caregiving community you wish to reach. With this program we collect from you a list of individuals you wish to receive the newsletter and input them to our database. Then each quarter we publish the newsletter and the people on your mailing list receive a personally addressed copy compliments of your organization.



## Professional writers, Professional product

Frontline is first and foremost an educational tool. Therefore, we have brought together two leading experts on issues affecting the caregiver, Alan D. Wolfelt, Ph.D. and Dr. Earl A. Grollman. In each newsletter these two authorities strive to help front line caregivers understand what is natural, what can be expected and, most importantly, what they can do better to serve families at the time of death.



*In funeral services today we must communicate with our communities. Frontline is doing just that. It is not only an education piece but also a great communication vehicle between your firm and a very important group of people in your community.*

~ Alan D. Wolfelt, Ph.D.



*I am proud to be a contributor to this resource. My hope and belief is that the contents will be helpful to caregivers, who are very much on the front line of helping people to help others. Caregivers are always appreciative of funeral homes who reach out to them in support of collaborative helping efforts.*

~ Dr. Earl A. Grollman

**Information and Rates Package**



# Frontline

## Exclusivity

The Frontline program ensures exclusivity in your market. Once your firm chooses the program it guarantees that you are the only one in your area delivering this unique newsletter to the caregivers in your community.

## Advertising and Promotion

- Image Enhancement
- Educational and a positive contribution to the community
- Cost-effective – promote your business for the price of your morning coffee
- Targeted – reach only those who are important to you
- Responsive – allows for response back from recipients

## Aftercare

- Relevant grief and bereavement literature by two of North America's most respected grief specialists, Dr. Earl Grollman and Dr. Alan Wolfelt
- Multiple location identification, allowing for co-sponsorship and cost-effectiveness

## Pre-Need

- Excellent promotional literature for pre-need sales representatives to pass on to any caregivers they speak with daily





## Marketing **Through Education**

**Do you need to cost-effectively reach specific individuals who are scattered throughout your community?** Individuals who are on the front lines of your caregiving community, the very ones who deal with dying as part of their everyday work. Whether they are part of the hospital fraternity, members of a hospice, the clergy, or other caregivers, they are an identifiable group that deals with the varied emotional issues surrounding death. Frontline is an educational tool targeted to providing this group with relevant and enlightening information that will help them in their profession. With Frontline, your funeral home is reaching the specific group of people you need to keep in contact with.

## Testimonials

*“Since using Frontline 2 years ago, we’ve steadily increased the numbers of copies sent to our Caregivers. Frontline has been an integral part of our growth in a very competitive market.”*

**Denise Miller**

*Miller Funeral Service, Houston, TX*

*Thanks for your help with this wonderful newsletter. This is the best way I know to keep a consistent message in front of our caregiver friends. Frontline is an important tool in our marketing campaign.*

**Jim Rudolph**

*Veterans Funeral Care, Clearwater, FL*

*“When it comes to expert articles that are “RIGHT ON THE MONEY!” Frontline is hard to beat. The comments about the articles are so remarkable they have never gone unnoticed or under appreciated. Also, the fact that I can send as many copies as I like to only the caregivers I want, makes it a very solid marketing tool. It’s a winner!”*

**Brian A. Joseph**

*Chas. Verheyden Funeral Homes Inc., Grosse Pointe, MI*