



## **Two Ways to Grow Obituaries Revenue**

February 13, 2018

## Presenters



**Brian Gorman**

Vice President of Sales,  
*iPublish Media Solutions*



**Terry Hall**

Digital Director,  
*BH Media Group*



**Bob Birkentall**

Director of Online Verticals,  
*Gatehouse Media*

# Agenda

- iPublish Overview
- What is AdPortal Tributes?
- AdPortal Tributes – two versions
  - AdPortal Tributes
  - Non-AdPortal Tributes
- Two Use Cases:
  - BH Media – a corporate decision
  - GateHouse – a successful prototype
- Demonstration
  - AdPortal Tributes
  - AdPortal Obituaries
- Questions and Answers

## About Us

- The industry's leading self-service advertising platform
- 500+ websites and growing in the US
- Obituaries our most successful category application
- Processed nearly 630,000 obits in 2017
- Launched our first AdPortal Tributes Project in 2017
- Developed the finished version AdPortal Tributes in January
- Available now to all AdPortal Obits customers
- A non-AdPortal version available soon in 2018

# AdPortal Obituaries

placeanobit.com



Legacy.com



**AdPortal Digital Obituaries**  
Seamlessly integrated with the print obituary workflow and appear in an iframe on the publisher's website

**Legacy.com**  
Automated obituary notice feed sent directly to Legacy.com



**Lasting Memories**  
Social media memorial website licensed to the family

**Free to Paid**  
Legacy.com Guest Book upsell to Free Death Notice customers

**AdPortal Obits**



**Newspaper Print Ads**  
Traditional print obituary listings supporting multiple column/photos, civic symbols and funeral home logos

**Tributes (Print)**  
Special memorial tribute section produced quarterly within AdPortal Obits

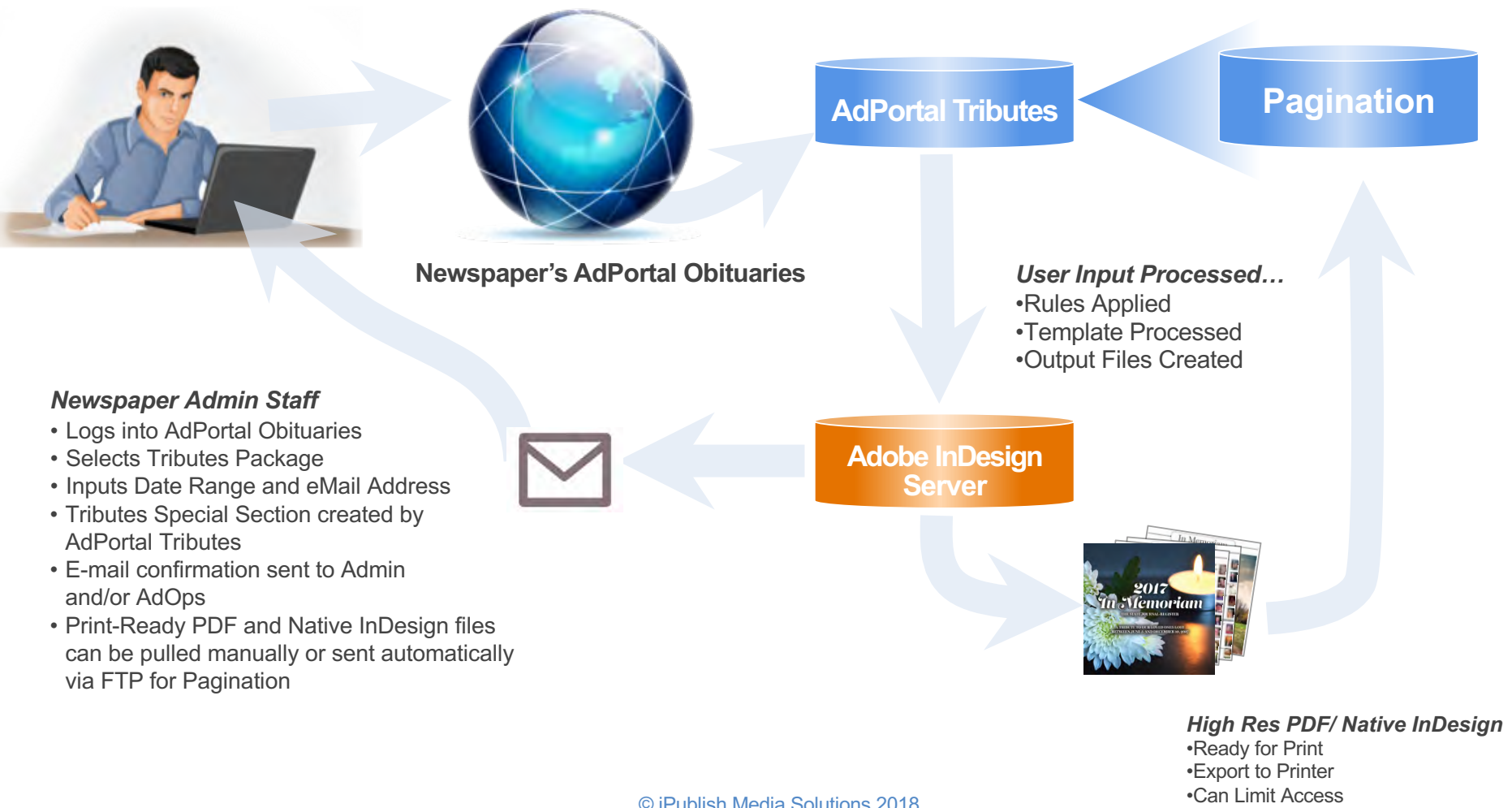
Funeral Home



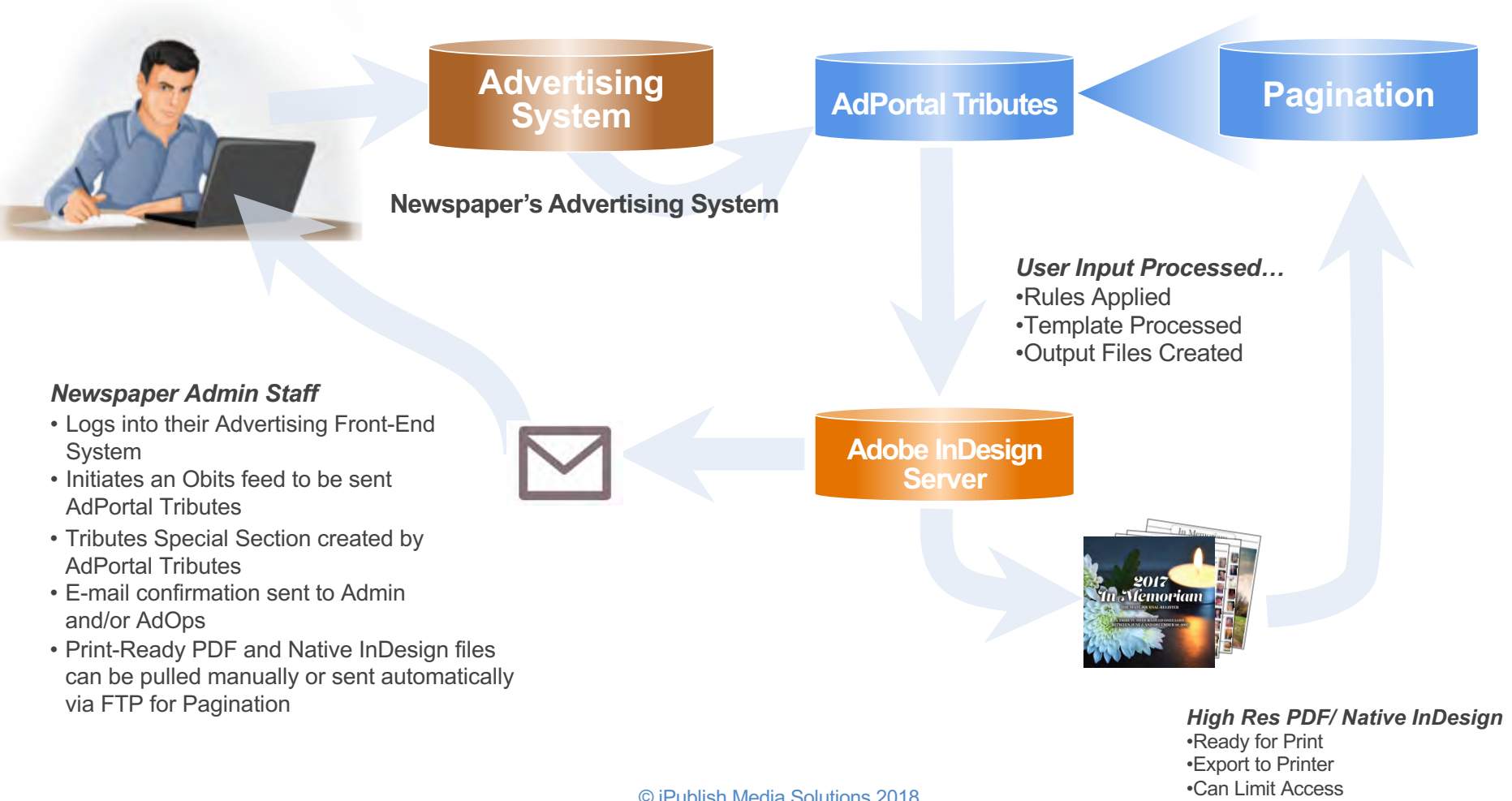
Private Party



# Tributes Workflow for AdPortal Customers



# Tributes Workflow for Non-AdPortal Customers



# 3 Clicks to Meaningful Revenue

1 In Orders, click “Generate a Tributes Section build request

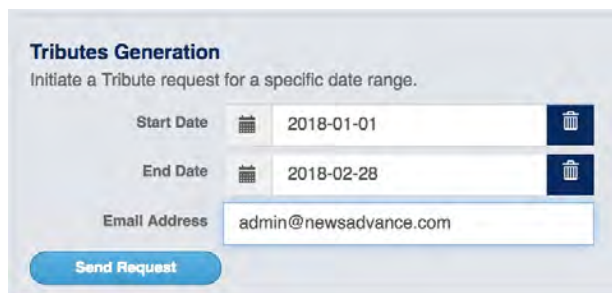


Jobs  
Clients  
Roles  
**Orders**  
Reports  
System Messages  
Search Logs

**Search for a record in your AdPortal database**  
Click on the type of data you are looking to retrieve.

- Search for **Orders** (this the standard search that will return a list of actual orders in the system)
- Search for orders returned as an **Insertion List** (this search will return a list of individual insertions)
- Search for **Saved Ads**
- Retrieve an **Online Listing/Legacy report**
- Generate a **Tributes Section build request**

2 Enter date range and email address and click ‘Send Request’



**Tributes Generation**  
Initiate a Tribute request for a specific date range.

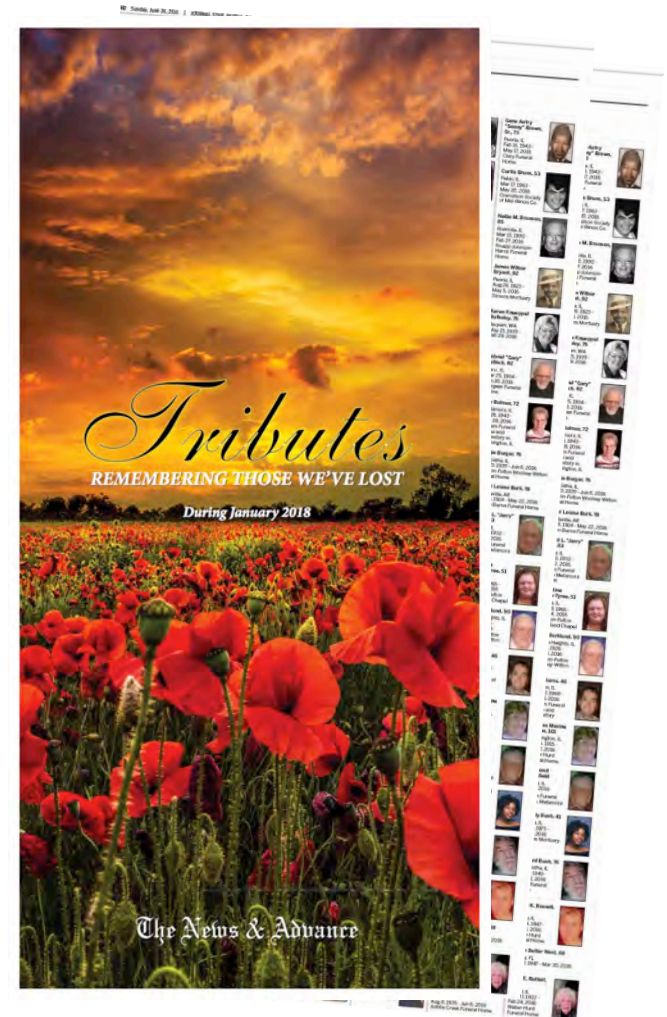
Start Date

End Date

Email Address

**Send Request**

3 Download and publish your print-ready Tributes Section





**Terry Hall**  
*Digital Director*  
**BH Media Group**



## Terry Hall – BH Media

- AdPortal for Obits
  - 18 Markets processed 72,518 obits in 2017 using AdPortal.
- Tributes
  - We learned about Tributes from one of our advertising directors and contacted iPublish.
  - We have a good relationship with iPublish, which gave us a comfort level in their ability to support the launch.
  - Funeral homes are already familiar with tool and like its ease of use.

## Terry Hall - BH Media

- Our first market to launch was Lynchburg on Feb. 12<sup>th</sup>.
- No development on our part.
- Only expenses are newsprint and fee associated with each Tribute.
- Canvassed our newspapers to determine interest.
- Half the markets agreed to roll out AdPortal Tributes in the first phase.
  - Estimating Approximately 40,000 Tributes in phase one.
  - We expect more markets to sign on in 2018.

## Terry Hall - BH Media

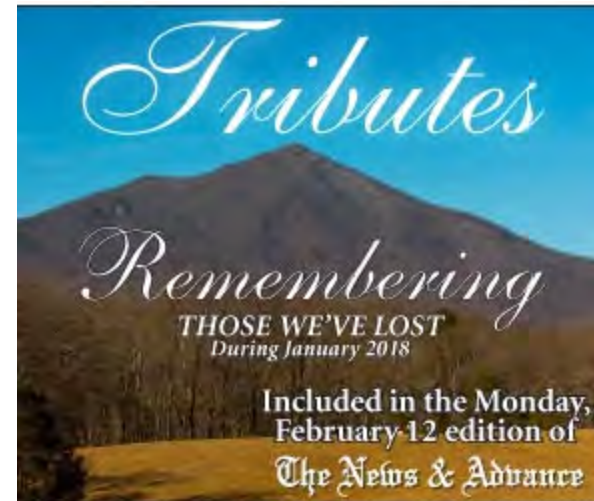
- We added an additional fee to each paid obit.
- Will result in substantial new revenue for our organization.
- Additional Revenue Opportunity
  - Retail Ad Positions
    - Prospects include funeral homes, cemeteries, florists, estate attorneys.
- We worked with each market to determine:
  - Preferred Format
    - Broadsheet or Tab
  - Frequency
    - Monthly, Quarterly, Semi Annually, Yearly
  - Retail Pricing

## Terry Hall - BH Media

- Goal was to make product as easy as possible for the markets to deploy
  - Spec created for template design
  - Appropriate articles to add interest
- Fielded Data Collection:
  - Required: Full Name and Death Date of Deceased, City or County and State of Residence
  - Optional: Age and Birth Date of Deceased, Funeral Home Name
  - Photo is included if appeared in Paid Obit

## Terry Hall- BH Media Group

- Promotion Ads Directed at Readers
  - Print
  - Online
  - Obituary Newsletters





## Comfort and Concern

### How to support someone who is grieving

By Susan Carroll, Behavioral Therapist



Few experiences rival the pain and anguish of losing a person we cherish. Whether a family member, close confidant or long-time work colleague, the death of a loved one brings on overwhelming feelings of grief and loss.

It is often difficult to know just what to say to a person who is grieving. While our natural inclination is to offer expressions of condolence and comfort, many of us struggle to find the right words to convey our feelings. Oftentimes, we may find at such a loss for words that we fail to reach out to someone at a time when a compassionate gesture would be most appreciated.

Even though it may be unintentional, our own manner should not prevent us from reaching out to someone. There are things we can say and do that will convey our care and concern in a grieving relative, friend or coworker.

#### How to approach someone who is grieving

It is always important to acknowledge a person's feelings of loss and express a gesture of caring for him or her. One of the best ways to let a person know you care is simply by showing that you are aware of their situation and feelings. The expression needn't be elaborate or complicated, it can be as simple as stating "I'm thinking of you" or "I'm sorry for your loss."

Often, a well-meaning person may shy away from mentioning the death of a loved one, but it's important to acknowledge that a loss has taken place. When words fail, writing a sympathetic note or giving a hug to someone who is close to you can be gently comforting and helpful.

**Be present.** Asking if it is OK to sit in silence with a grieving person, perhaps holding a hand, can be one of the most compassionate gestures we can

offer. If you are close to the person who is grieving, sharing a favorite poem, a reading from a faith tradition or a well-known or loved piece of music can be particularly meaningful and a source of comfort. It can also strengthen the bond between the two of you, helping the bereaved feel cared for and supported.

#### Be ready to listen

Many grief counselors emphasize that it is important not to shy away from allowing a grieving person to talk about the experience of loss. Often simply stating that you are sorry for someone's loss allows them the freedom to open up and begin to talk about how they are feeling. A person who has just endured the death of a loved one is in a state of shock and needs to relieve the moment as a means of processing his or her grief. This process helps the griever to reach a new reality where their loved one is no longer physically present.

#### Share your memories

If you also knew the person who has died, sharing a story or memory about him or her can be very meaningful to loved ones. Begin by using phrases such as "One thing I appreciated about her was..." or "We always had such fun doing..." or "I remember the time we..." Bringing up warm memories about the deceased can help lighten darker moments.

#### Mean what you say

Many times the first words to pop out of our mouths are things we later wish we could take back. It's important to consider your words carefully when speaking with a grieving person — not just in differing conditions, but also in offering assistance. For instance, if you say you'll call, be sure to follow up in a timely manner. Failing to do so, you place yourself outside that person's circle of trust. And no one likes the feeling of being abandoned, particularly after offering a great loss.

## Words and phrases to avoid

Even when our instincts to offer sympathy are genuine, at times the things we say may not have the intended effect. Here are several examples of words and phrases to avoid when speaking with a grieving person.

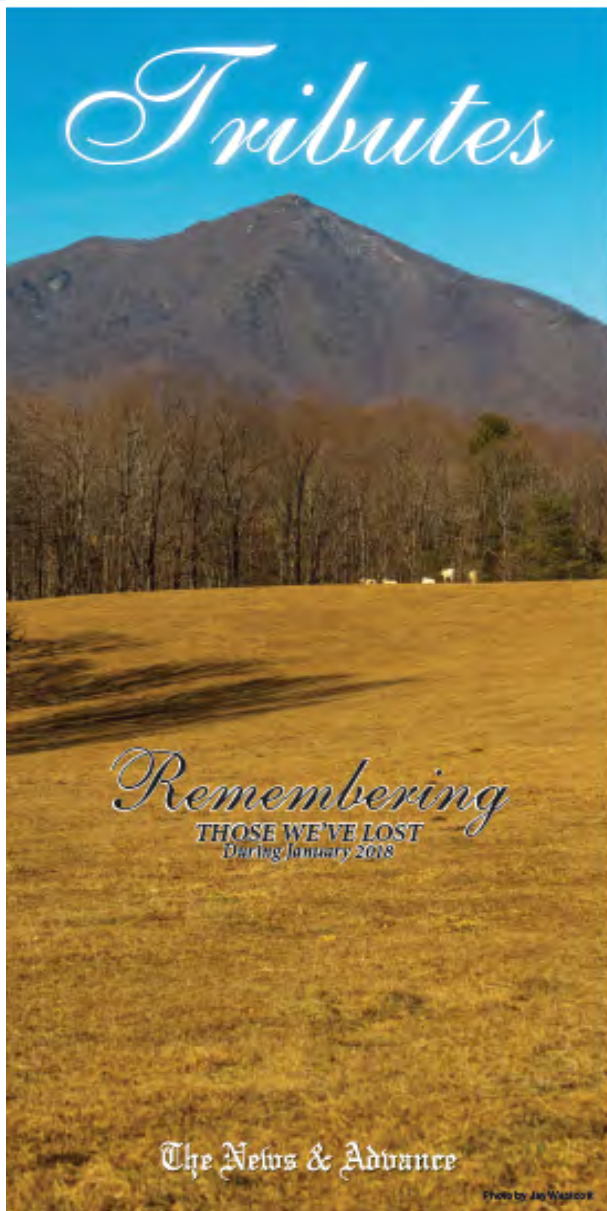
**"You have other children."**  
Parents who have lost a child fear a world unlike any other. While it may seem helpful to point to the remaining children, it doesn't help to lessen the pain of so great a loss.

**"You'll be happy later."**  
The instinct to point to a more hopeful future may be natural, but it's important to give a grieving person the opportunity to feel and process pain. Trying to push a person past pain too swiftly can sometimes lead to the denial of the pain in order to present a "happy" face.

**"It will be OK."**  
While it's true that people will adapt to the circumstances of loss, the days immediately following the death of a loved one are a time of drastic adjustment. Eventually, those feeling loss

will reach a new "normal" but their lives will be forever altered.

**"She is in a better place."**  
A family who has lost a beloved member feels that the best place for that person is still with them.



# Tributes

## Remembering THOSE WE'VE LOST During January 2018

For full obituary at www.newsadvance.com

Anne Shook-Coleman Mesa, AZ January 3, 2018	Long Floyd Mesa, AZ December 26, 2017	Mary Drah-Hansen Mesa, AZ January 2, 2018	James Ray Jensen Springdale, VA January 8, 2018
Anita Sue W. Springdale, VA December 24, 2017	Steve Wayne Papp Bellevue, WA January 16, 2018	Steven Edward Hertz Springdale, VA January 4, 2018	Joseph David Johnson Springdale, VA January 22, 2018
Deborah M. 'Deb' Chickadee, VA September 11, 2017	Pamela Bernice White Bellevue, WA January 7, 2018	David Carlisle Smith, III Highland, VA January 7, 2018	Steven Wayne Little Springdale, VA January 24, 2018
Marjorie Lee Eiland Chickadee, VA January 7, 2018	Mary Kelley Phillips Chickadee, VA January 14, 2018	Edward Ray Newman Springdale, VA January 7, 2018	Joseph Wayne Johnson Springdale, VA January 23, 2018
David Todd Mesa, AZ January 3, 2018	Beth Kelly Proctor Springdale, VA January 13, 2018	Peggy Marie Rader Chickadee, VA January 27, 2017	Edward James Mesa, AZ January 4, 2018
Thomas William Springdale, VA January 7, 2018	Stephen Thomas Decker Mesa, AZ January 13, 2018	Gary McCune Mesa, AZ January 21, 2017	Gary Robinson Mesa, AZ January 8, 2018
John Mark Deak Springdale, VA January 13, 2018	Stephen Wade Decker Mesa, AZ November 7, 2017	David Wayne Decker Springdale, VA January 12, 2018	Nancy Ellen Berry Mesa, AZ January 8, 2018
Thomas 'Tommy' Springdale, VA January 1, 2018	Opale Olenka Chickadee, VA January 13, 2018	James Earl Chickadee, VA December 27, 2017	Joseph John Mesa, AZ December 24, 2017
Edward C. Edwards Mesa, AZ January 3, 2018	Edgar Frank Edwards Springdale, VA January 13, 2018	James S. Spence Mesa, AZ January 3, 2018	Benjie Lee Mesa, AZ January 11, 2018
Bill Stone Springdale, VA December 24, 2017	Thomas Ralph Edwards Springdale, VA January 13, 2018	Stephen M. Spence Springdale, VA January 7, 2018	Nelson Lee Edm Springdale, VA January 8, 2018
Jean Patricia Mesa, AZ January 3, 2018	Donald Bruce Mesa, AZ January 23, 2018	Joseph Carl Springdale, VA January 12, 2018	Carl Lee Davidson Springdale, VA January 23, 2018
Wallace Springdale, VA January 23, 2018	Malissa Leanne Mesa, AZ November 23, 2017	Joseph C. Springdale, VA January 8, 2018	Gerald Lee Mesa, AZ January 8, 2018
Allen 'Bud' Mesa, AZ January 14, 2018	Charles Edward Springdale, VA January 13, 2018	Leola Lee Springdale, VA January 13, 2018	Geraldine Mesa, AZ January 3, 2018
Colleen Debra Mesa, AZ January 17, 2018	Beth Virginia Mesa, AZ January 23, 2018	George William Springdale, VA January 13, 2018	Ronald Albert Springdale, VA January 8, 2018
Debbie Debra Mesa, AZ January 12, 2018	Don Gerald Mesa, AZ January 3, 2018	Don Joseph Springdale, VA January 14, 2018	John David Springdale, VA January 3, 2018
James Lee Springdale, VA September 15, 2017	David Mesa, AZ January 17, 2018	Peter Springdale, VA January 7, 2018	Steven Mesa, AZ May 14, 1922
Peter William Springdale, VA January 17, 2018	Paul Mesa, AZ January 27, 2018	Donald Springdale, VA January 7, 2018	Mary Mesa, AZ January 8, 2018

### The Way It Should Be

**At-Home Hospice**  
24-Hour Nursing, Doctor/Pharmacist & Medication Management

Assisted Living - Memory Care  
Respite Care - Rehab Care  
Family Partnerships - Security & Safety  
Complete Range of Services

Call Us Today: 480-242-2222

## **Bob Birkentall**

*Director of Online Verticals*  
**Gatehouse Media**





## “Flying too Close to the Sun”



## What are the top 3 sections on your website?

- Breaking News
- Business
- Classifieds combined (Autos, Jobs , Homes)
- Crime
- Entertainment
- Lifestyle
- News
- Obituaries
- Opinion
- Sports

## What are you doing to grow that traffic?

# Re-Energize Print With A New Product Extension

**Crystal D. Thompson**  
age 75, of North Lawrence, passed Aug. 18, 2013. She was born Sept. 18, 1937, in Spencer, W.Va. to the late William and Laura (Dorke) Thompson and was a 1976 graduate of Eastern High School. Crystal will be remembered as a very upbeat person who could find humor in everything around her. Children and especially her grandchildren were the most important people in her life.

Cystal is survived by two daughters, Heather (James) Tills and Mary V. Thompson; four grandchildren, Dakota, Emily, James and Spencer; six brothers and sisters, Barry Thompson, Cindy Thompson, Wendie Miller, Charles Thompson, Robert Lee and Tim Zink.

A Memorial Service will be 1 p.m. Wednesday at the Pappelet Funeral Home. Friends may call from 1 p.m. until the service on Wednesday. The family will accept donations. An expanded obituary can be found on [www.pappelet.com](http://www.pappelet.com).  
Pappelet Funeral Home & Crematory  
800-400-0222

## TRIBUTES

CARLA LOUISE JEFFRIES 1970-2013

### Samantha and Elizabeth's mother

Carla Louise Jeffries, 43, of Sibley, Mo., passed away Sunday morning, Aug. 18, 2013, at her residence.

Services will be 10 a.m. Thursday, Aug. 22, at the Speaks Suburban Chapel, 18020 E. 39th St., Independence. Burial will follow in Six Mile Cemetery. The family will greet friends from 6 to 8 p.m. Wednesday at the chapel.

Carla was born in Independence, Mo., on April 7, 1970. She graduated from Fort Osage High School in 1988 and received her associate's degree from Longview Community College. Carla worked at the Osage Honey Farm during her high school years. She began working for Mutual Benefit Life in 1988, but took a brief break to work at Redfearn Law Firm, before returning to Mutual Benefit Life. The company grew and changed names to Fortis Benefits, and now Assurant Employee Benefits, where she was still employed. She cherished the many friendships she developed over the years with everyone she worked with. Carla married her high school love, Troy Jeffries, on April 13, 1991. They made their home in Sibley, Mo., raising their two beautiful daughters, Samantha



Louise and Shannon Elizabeth. Carla enjoyed time with her family and friends. She was a supportive wife, fantastic mother and loyal friend. Carla enjoyed reading, cross-stitch, watching the Royals and, most of all, the countless hours dedicated to her girls' cheerleading. Carla was preceded in death by her maternal and paternal grandparents.

Carla is survived by husband Troy Jeffries, and daughters, Samantha and Shannon, all of the home; her friend by chance and mother by choice, Betty Encocott of Lee's Summit, Mo.; mother-in-law and father-in-law, Pat and Pete Jeffries of Sibley, Mo.; three brother-in-laws, Steven of Kansas City, Mo., David (Christine) of Sibley, Mo., and Travis (Jonna) of Sibley, Mo.; five nephews, three

#### About Jeffries

- Supportive wife to Troy Jeffries
- Dedicated to her girls' cheerleading
- Assurant Employee Benefits employee

nieces, and four great nieces and nephews; as well as her loyal dogs, Jack and Taz; and a wealth of extended family and lifelong friends. She will be missed by all.

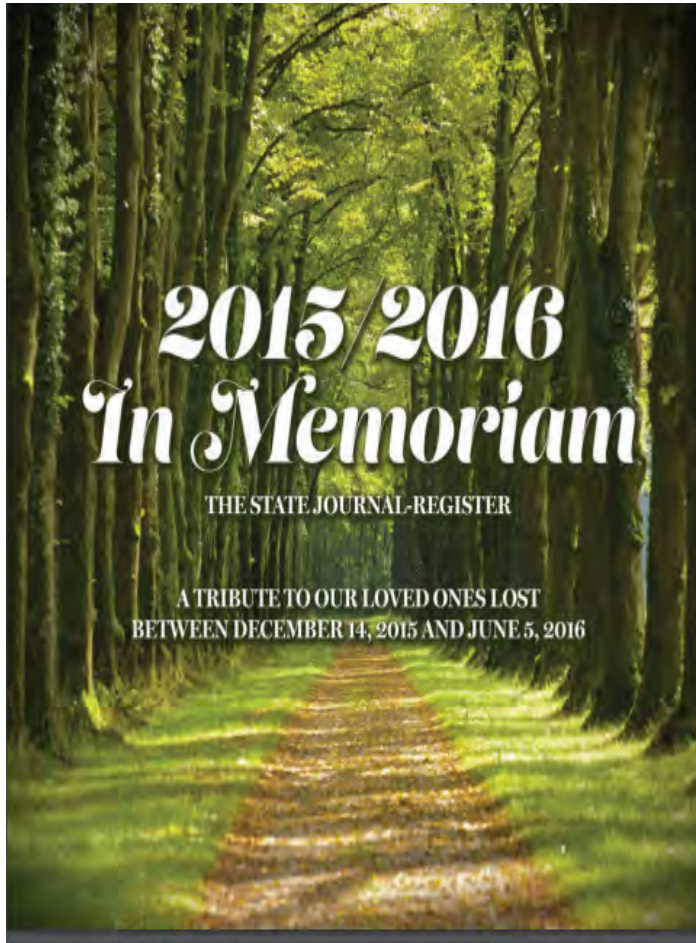
A fund has been set up at Adams Dairy Bank in Blue Springs to assist with Samantha's and Shannon's education and activity expenses. Donations can be sent to Adams Dairy Bank, 651 N.E. Coronado Drive, Blue Springs, MO 64014, payable to: "The Samantha and Shannon Jeffries Fund." A special thank you to Mark Bohem, Joe Seveik and John Roberts for establishing this fund. Crossroads Hospice has been an incredible source of support and comfort to Carla, her family and her friends. Toni has been phenomenal. Her compassion, honesty and support have been comforting and valued.

Online condolences may be expressed at [www.speakschapel.com](http://www.speakschapel.com).







































Arrangements: Speaks Suburban Chapel, 816-376-3600.



# Re-Energize Print With A New Product Extension



## In Memoriam

<p><b>GRADY SCOTT</b> ABBOTT, 9 MOS. PALMYRA, IL SEP 29, 2015 - APR 10, 2016</p> 	<p><b>CINDY L. AGANS</b>, 77 PRINCEE, IL AUG 8, 1938 - DEC 15, 2015</p> 	<p><b>N. JEAN ALLISON</b>, 80 MORRISONVILLE, IL APR 18, 1925 - MAR 31, 2016</p> 	<p><b>THOMAS LEE</b> ANGELES, 70 SPRINGFIELD, IL DEC 23, 1945 - JAN 21, 2016</p> 	<p><b>MARY RUTH ATER</b>, 70 DECATUR, IL DEC 20, 1945 - MAR 15, 2016</p> 
<p><b>DEAN ACKMANN</b>, 81 TUCSON, AZ MAY 8, 2016</p> 	<p><b>LAURA E. AHERN</b>, 64 SPRINGFIELD, IL APR 2, 1921 - JAN 11, 2016</p> 	<p><b>DONALD L. ALLSPACH</b>, 80 MT. PULASKI, IL SEP 26, 1925 - FEB 14, 2016</p> 	<p><b>LOUISE C. ANTONACCI</b>, 90 SPRINGFIELD, IL DEC 31, 1925 - MAY 5, 2016</p> 	<p><b>THOMAS H. ATWOOD</b>, 74 ASHLAND, IL MAR 25, 1941 - MAR 15, 2016</p> 
<p><b>DEBRA ANN ADAMS</b>, 62 SPRINGFIELD, IL DEC 26, 1953 - APR 24, 2016</p> 	<p><b>YVETTA JUNE ALBERT</b>, 92 QUINCY, IL JUN 28, 1923 - MAR 2, 2016</p> 	<p><b>BRIAN GEORGE</b> ALTMAN, 71 SPRINGFIELD, IL FEB 22, 1945 - MAR 13, 2016</p> 	<p><b>HERMAN "HERM"</b> ANTONIHL, 87 SPRINGFIELD, IL MAR 31, 1929 - MAY 4, 2016</p> 	<p><b>DOROTHY WELSH</b> AUGSPERGER GRAND, IL FEB 9, 2016</p> 
<p><b>EUNICE OPPER</b> ADCOCK, 82 NILWOOD, IL JUL 12, 1933 - FEB 27, 2016</p> 	<p><b>ELLIS LAMBERT</b> ALBRIGHT, 89 GREENFIELD, IL MAY 11, 1926 - APR 29, 2016</p> 	<p><b>KIRT V. AMOS</b>, 62 LINCOLN, IL JUL 31, 1953 - DEC 29, 2015</p> 	<p><b>BRADLEY ALAN</b> APER, 33 HARTSBURG, IL OCT 2, 1962 - APR 8, 2016</p> 	<p><b>JONATHAN EDWARD</b> "JOH" BAER, 25 ST. LOUIS, MO JAN 7, 1991 - APR 6, 2016</p> 
<p><b>DAVID COY</b> ADKINS, 96 CHATHAM, IL MAY 9, 1919 - FEB 24, 2016</p> 	<p><b>GEORGE "BUO" H. ALEWELT, SR.</b>, 92 SPRINGFIELD, IL MAR 29, 1924 - MAY 23, 2016</p> 	<p><b>WILLIAM R. ANDERS</b>, SR., 71 SPRINGFIELD, IL OCT 18, 1944 - JAN 18, 2016</p> 	<p><b>MYRON L. APER</b>, 74 LINCOLN, IL JAN 27, 1942 - MAR 2, 2016</p> 	<p><b>MICHAEL R. BAGGERLY</b>, 99 SPRINGFIELD, IL APR 26, 1956 - FEB 18, 2016</p> 
<p><b>JOEL WAYNE</b> ADKINS, 83 SPRINGFIELD, IL MAY 4, 2016</p> 	<p><b>TIM ALEXANDER</b>, 60 HUNTSVILLE, IL MAR 19, 2016</p> 	<p><b>CHARLENE FAYE</b> ANDERSON, 88 SPRINGFIELD, IL JUN 10, 1927 - APR 20, 2016</p> 	<p><b>CLOBBELLE L. APPEL</b>, 95 SPRINGFIELD, IL JUL 25, 1920 - FEB 24, 2016</p> 	<p><b>HELEN MARIE</b> BAUETTO, 96 WINCALD, IL OCT 31, 1919 - FEB 21, 2016</p> 
<p><b>ANDREW "FRED"</b> AFFRANTI, 90 SPRINGFIELD, IL MAY 8, 1925 - APR 24, 2016</p> 	<p><b>CECE JUNIOR</b> ALLEN, 85 SPRINGFIELD, IL JUL 21, 1929 - MAR 8, 2016</p> 	<p><b>NANCY LEE FRYE</b> ANDERSON, 78 SPRINGFIELD, IL MAY 29, 1937 - APR 28, 2016</p> 	<p><b>HARRY L. ARGUS</b>, 84 SPRINGFIELD, IL SEP 30, 1926 - APR 24, 2016</p> 	<p><b>JEFFREY DALE</b> BAILEY, 44 LINCOLN, IL FEB 22, 1971 - FEB 1, 2016</p> 
	<p><b>MARIE T. (JACOBS)</b> ALLEN, 92 LINCOLN, IL JUL 28, 1923 - DEC 29, 2015</p> 	<p><b>ROBERT C.</b> ANDERSON, 72 LINCOLN, IL JUN 15, 1943 - DEC 31, 2015</p> 	<p><b>DANA E. ASHBY</b>, 51 MORTON, IL SEP 18, 1964 - DEC 30, 2015</p> 	

# Re-Energize Print With A New Product Extension

## Tributes Background

- 6 Markets processed 20,000+ paid obits using AdPortal
- Gatehouse developed the concept, but we were hampered by Operational issues
- iPublish removed the operational issues and helped us with a prototype
- Launched as a bundled product in mid 2016 with a \$25 Rate Increase

# Re-Energize Print With A New Product Extension

## Results

- Experienced some pushback on the rate increase, but no major client defections
  - Selected markets with minimal rate increases the past 7 years
- Generated an incremental \$500,000 in new obits revenue
- Forecasting more markets to join in 2018
- Targeting \$1 Million incremental obits revenue

## Learnings

- Very positive feedback from our local markets. Of all our product improvements:
  - The AdPortal is most Popular with Funeral Homes
  - The Tributes Section is most popular with consumers
- Highly profitable with 80%+ margins
  - No marketing, sales or upfront development costs
  - Paper cost and fee to iPublish the only costs
  - Pay as you go licensing very attractive
- Frequency recommendations
  - Run at least 2X/year vs an annual section
  - For “price sensitive” markets, we are considering a monthly product to gain faster adoption and acceptance







# Demonstration

**AdPortal Tributes**

**AdPortal Obituaries**

# Questions & Answers

Link to download AdPortal **Tributes**:

<http://ipublishmedia.com/wp-content/uploads/2018/02/iPM-AdPortal-Tributes.pdf>

## Stay in Touch



**Brian Gorman**

508-439-4004

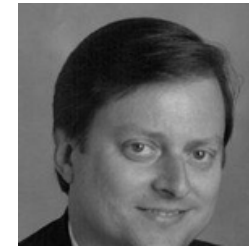
[bgorman@ipublishmedia.com](mailto:bgorman@ipublishmedia.com)



**Terry Hall**

804-649-6030

[Terry.hall@bhmginc.com](mailto:Terry.hall@bhmginc.com)



**Bob Birkentall**

859.879.0253

[bbirkentall@gatehousemedia.com](mailto:bbirkentall@gatehousemedia.com)