

AdPortal OBITUARIES

Upgrade Support for Funeral Home Customers While Increasing Obits Revenue



AdPortal Obituaries has energized this important category in the newspaper industry. Nearly 200 of our newspaper partners have increased obits revenue an average of 15% by utilizing iPublish Media's AdPortal Intuitive Advertising Experience. AdPortal Obituaries provides a better level of service for funeral homes and families while safeguarding this revenue stream for newspapers from 3rd party digital threats. The existing process of publishing an obituary is ripe with uncertainty. AdPortal Obituaries eliminates the uncertainty by providing a proof, in real time, of the published obit along with its exact cost. Across iPublish Media's 100+ obituary websites there is an average self-serve rate of 70%. Internal sales and production costs will drop substantially since the obits are already sold and come in ready for pagination.

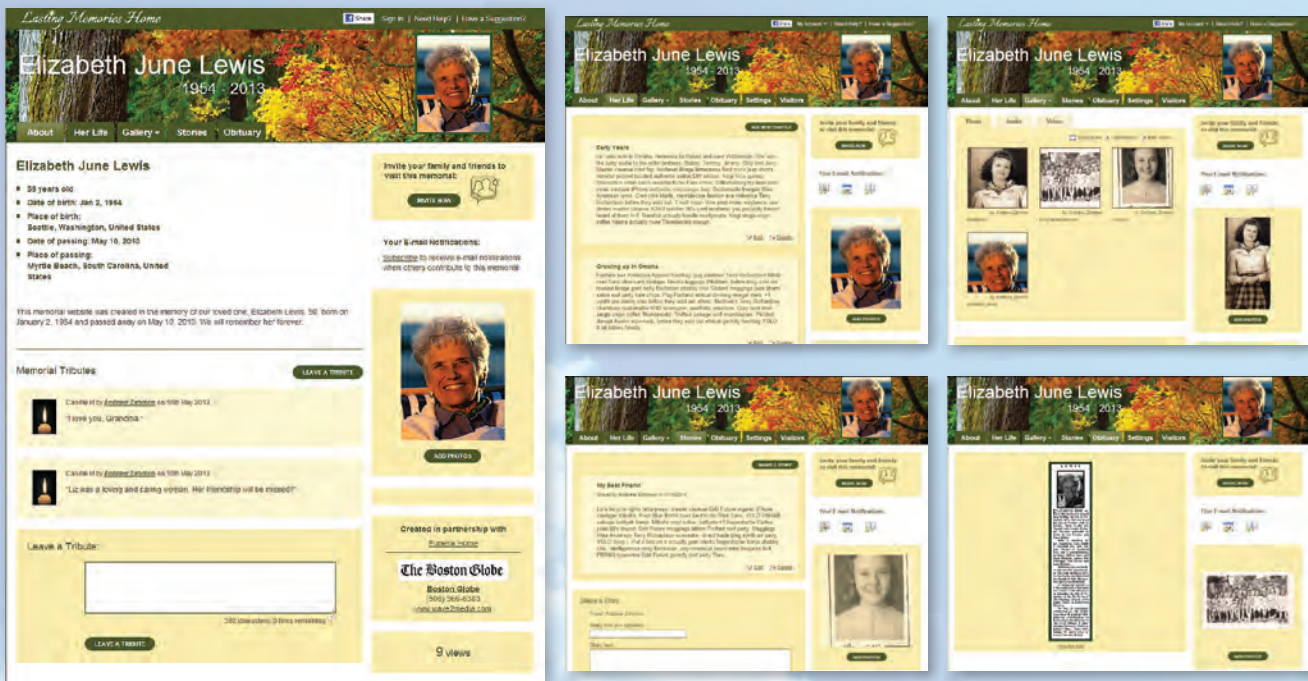
Features and Benefits

- White labeled allowing custom branding
- Fully Integrated with Adobe InDesign Server
- Web-based Admin tool
- Create, manage unlimited template options
- Dynamic rating engine for immediate pricing
- Contract rates for funeral homes
- Credit card sales for private parties
- Complimentary death notices and free lineage
- Self-registration with a My Ads dashboard
- Change orders, reorders and cancellations
- Logos can be stored and auto inserted
- Image Galleries for civic symbols and logos
- Immediate on-screen proofing
- Support for AdPortal Digital Obits, Legacy.com

Lasting Memories

A Personalized Memorial for Your Loved One

A Multi-Media Website Commemorating Someone Special



Lasting Memories is a multi-media website helping families and friends share memories about a deceased loved one. It offers the shared experience of a social media site with better controls and easy-to-use tools for presenting the content to visitors. A family member, close relative or friend is assigned the administrative rights during the purchase process. Lasting Memories is a very respectful way of honoring a loved one and is only available by subscription from an authorized iPublish Media newspaper partner with an iPublish AdPortal Digital Obituaries license.

Features and Benefits

- Dedicated personalized multi-media website created instantly with a perpetual license
- Available to Funeral Homes and Private Parties
- Integrated with AdPortal Obituaries
- Convenient bundling options
- Family administers the site and accessibility
- Unlimited text, photos, audio and videos
- Invitations are sent using Facebook or Email
- Print obituary, as a keepsake, is published on website
- Links to Newspaper, Funeral Home websites
- No end user support required
- Extends services provided to customers
- Co-branded memorials drive traffic to Newspaper and Funeral Home sites