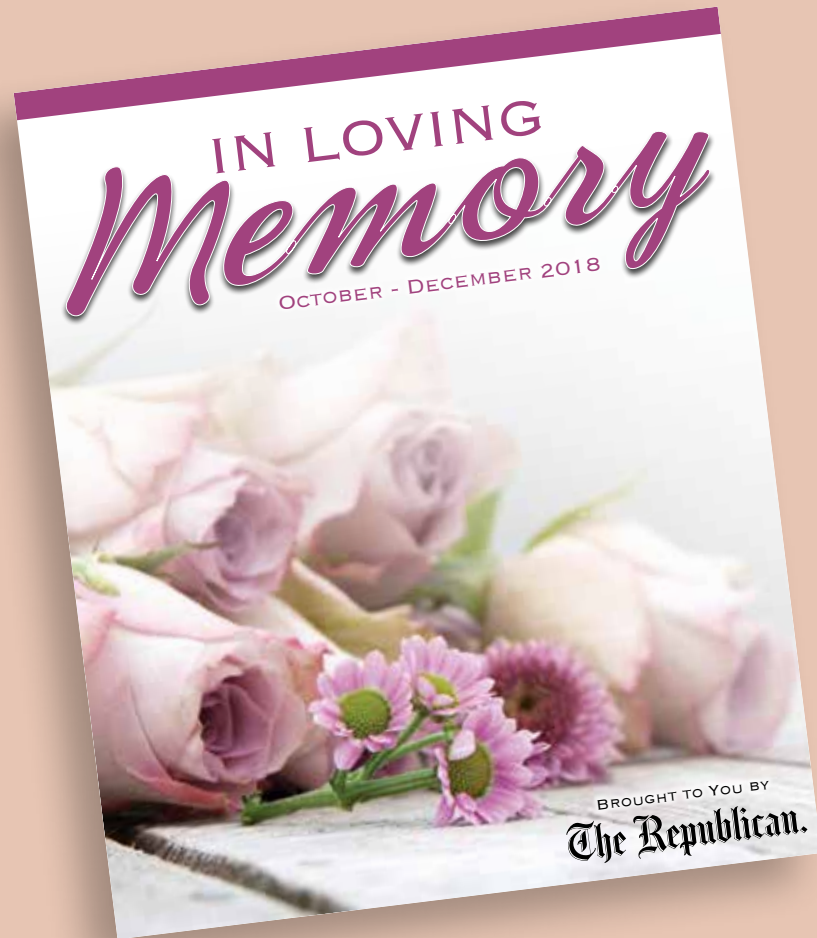


A background image of a forest floor covered in fallen autumn leaves. Several maple leaves are captured in mid-air, falling from the top left towards the bottom right. The leaves show a range of autumn colors, including bright yellow, orange, and some with hints of red. The background is a soft-focus view of trees and foliage, creating a warm and serene atmosphere.

AdPortal Tributes

A Special Obituaries Section

Beloved by families, funeral directors and the community.



The following testimonial was submitted to the Executive Editor of *The Republican* in Springfield, Massachusetts by one of its subscribers.

“Hi, I REALLY like the magazine obits in Sunday’s paper. I hope you keep doing this ever three months. I missed some obits and I was happy to see them so I could send my regards to the families. Thank you.”

—Dorothy L. Leslie, West Springfield

“There was no development on our part and the only expenses we incurred, other than newsprint, was a wholesale fee associated with each tribute.”

—Terry Hall, Digital Director,
BH Media Group

A SPECIAL SECTION FOR OBITUARIES

Seamlessly create and up sell special sections for obituaries using content that has been previously stored in the AdPortal Obituaries platform. Available to non-AdPortal customers as well.

Publish monthly, quarterly, semi-annually or annually to generate substantial incremental revenue. For a nominal fee the family receives a memorial tribute listing in the multi-page insert of the newspaper. AdPortal Tributes paginates each market’s special obituaries section as a print-ready multi page PDF or native Adobe InDesign file.

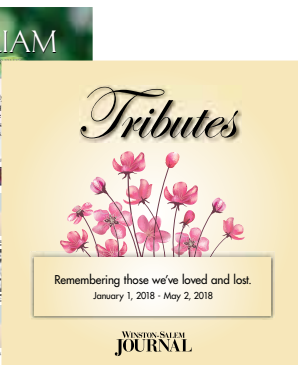
“The five Gatehouse markets that have implemented AdPortal Tributes have generated \$500,000 in new obits revenue. When extended to their other markets they will see in excess of one million dollars in new obits revenue.” — Source: [iPublish Media | Gatehouse Media Case Study](#)



Traditional Broadsheet



Magazine Format



Traditional Tab



Editorial Content



Advertising Content



Funeral Home Directory

Tributes offers a true value to families and funeral directors when you increase rates.

FEATURES AND BENEFITS

- Available in traditional broadsheet and tab layouts using your editorial fonts and styling
- Custom sizes/styles are also supported - a Tributes magazine layout is produced for *The Washington Post* using AdPortal Tributes
- Custom frequency - monthly, quarterly, semi-annually, annually
- Upsell bundled with paid obits
- Display advertising can be dropped into the layouts for additional incremental revenue
- Print-ready pages are paginated in AdPortal Tributes and delivered directly to the publisher's pre-press department

"I didn't have to be an iPublish Media customer to activate Tributes; I just called my Legacy representative."

—Jason Hegna, Illinois Director of Revenue, Shaw Media Group

WHY TRIBUTES?

Consistent, proven positive feedback from families, funeral directors and the community in over 50 metros

No out-of-pocket or set-up costs

You keep 100% of display ad revenue

Reinforces the value of print to the community

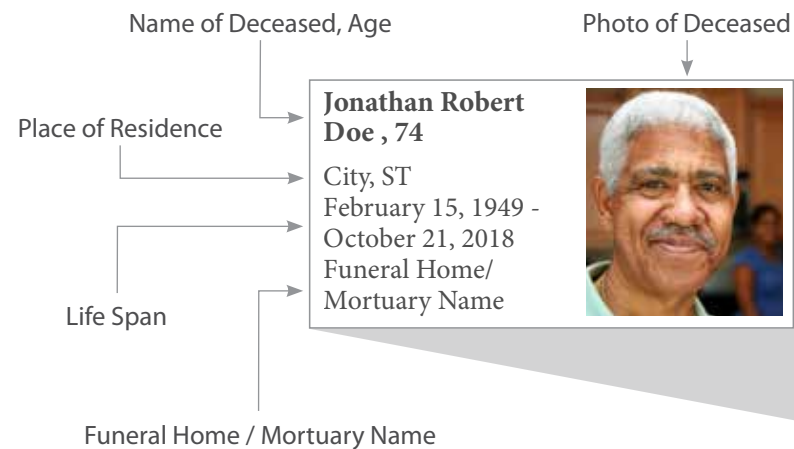
True service and value for funeral home partners

Available to AdPortal Obits customers and/or Legacy.com customers

Minimal operational involvement/ headache



ANATOMY OF A TRIBUTE LISTING



“Of the very positive feedback we’ve received from our local markets on all our product improvements, AdPortal Obituaries ranks “most popular” thing we’ve done with Funeral Homes and The Tributes Section is most popular with our readers. When the Tributes sections comes out, it is amazing how much feedback we get from the local market.”

—Bob Birkentall, Director of Online Verticals, Gatehouse Media



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Obituaries | Tributes | Real Estate | Automotive | SMB | Digital Display / Social | Legals | Celebrations | Classifieds | Marketplace

