

Legacy.com Premier Ad Sales Plan Description

October 2010

An opportunity for you – HIGHER REVENUE SHARE

Legacy.com's new Premier Ad Sales Plan is available to you upon contract renewal or starting as soon as November 1 for anyone wishing to capture additional 2010 revenue. We're offering higher revenue share for those who choose to participate. In fact, our 35% share is increasing to **50%** on **all** display ads sold – not just on these new positions but also on the existing top 300x250 ad, other select display placements currently administered by Legacy and any future standard display space that may be created.

We believe many of our affiliates can benefit from this initiative. Our intention is to work closely with advertisers looking to target obituary sites nationally and regionally. Legacy is uniquely positioned to do this and help our newspaper customers further monetize these pages by leveraging the combined scale and audience of the sites we oversee on your behalf.

In the Premier Plan, Legacy will administer and sell several additional ad positions beyond those we currently manage. Two of these positions are **required** for your participation:

- 1) the 728x90 leaderboard; and
- 2) an image/text link placement that will run below the fold on select pages.

Participants also can opt in to other placements that are described below and in the accompanying screenshot. The special revenue share payments equal to 50% of revenue we collect (net of any third-party agency commissions and ad-serving costs) mean you will see an immediate lift from existing positions plus incremental revenue from the new placements.

PREMIER PLAN REQUIRED PLACEMENTS—SEE SCREENSHOT

1. **728x90 Leaderboard** – Legacy will host this position and focus on filling the space through direct deals with national/regional advertisers. For affiliates that occasionally have local advertisers interested in this space, we will allocate up to 25% of monthly impressions to fulfill those deals.
2. **Image/Text Link Placement** – This position is located below the fold on the home, search results and browse full text pages.

OPTIONAL PLACEMENTS

3. **Lower 300x250 Medium Rectangle Ad** – This ad is located below the fold on the cobranded sites.
4. **Pop-under Ad Unit** – This ad unit opens in a separate browser window behind the home page. The frequency of the pop-under ad will be capped at one for each daily user session.
5. **Expandable "Pencil Ad"** – This 970x30 expandable ad will appear on the home page for highly contextual and appropriate campaigns. For example, the American Heart Association may want to promote "American Heart Month" in February, or Ancestry.com may make a big Memorial Day promotional push. The ad will not expand over other content on the page unless initiated by the user.

Chicago Tribune

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5 ancestry.com

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Obituaries

National Spotlight



Eddie Fisher

Pop singer whose clear voice brought him a devoted following of teenage girls in the 1950s...

Full Story Guest Book Photo



Gennady Yanayev

Leader of the abortive 1991 Soviet coup against Mikhail Gorbachev...

Full Story Guest Book Photo



Shabtai Rosenne

Israeli jurist was among the foremost experts in international and marine law...

Full Story Guest Book Photo



Jill Johnston

Village Voice columnist who chronicled feminism, lesbianism and upheaval...

Full Story Guest Book Photo



Irving Ravetch

Oscar-nominated screenwriter cowrote "Hud" and "Norma Rae"...

Full Story Guest Book Photo



Kenny McKinley

Wide receiver for the Denver Broncos...

Full Story Guest Book Photo



Albertina Walker

Grammy-winning singer hailed as the "Queen of Gospel"...

Full Story Guest Book Photo



Laszlo Polgar

Hungarian bass and member of the Zurich Opera...

Full Story Guest Book Photo

Explore Legacies



Legacies feature individuals whose lives shared a common bond. Browse by category:

- Police Officers
- Teachers
- Firefighters
- Celebrities
- Veterans
- [View All Legacies](#)

Recent Death Notices

Today

All Notices | Obituaries | Memoriams

SCHNEIDER, JOSE

• SELLAS, GUST

• SILVESTRI, ARNOLD A.

• SINDERMANN, CARL E.

• SPARACINO, PATRICIA

• TROJAN, JOHN C.

• Van Heel, Elizabeth A.

• Von Horn, Kenneth A.

• WANINSKI, JEROME E.

• WAYNE, JOHN S.

• WITKE, CYNTHIA K.

• Young, Fern Marilyn

• ZAPALSKI, LORRAINE

• ZIMAK, DANIEL P.

• ZULLO, ANITA F.

Browse full text

For more of today's notices, please go to the Search Options box and search by last name.

Send Sympathy Flowers & Gifts



Sympathy flowers are a beautiful, time-honored way to express your love and support.

[View All Flower Arrangements](#) [Visit Gift Shop](#)

Create a Lasting Memorial

Share your loved one's story with a Legacy.com Memorial Website.

- Free 14-day trial
- Upload photos, videos, and memories

Take a Tour

Start Now

Helpful Resources

- [How To Submit An Obituary](#)
Learn how to place an obituary
- [In Remembrance](#)
Honor those lost in Afghanistan & Iraq
- [ObitMessenger](#)
Obituaries e-mailed to you daily
- [Find a Charity](#)
Locate a charity to make a donation

Search Obituaries & Guest Books

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Keyword

Past 30 days

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- Funeral and Memorial Service Etiquette
- How to Write a Condolence Note
- Grief Support Groups
- Estate Planning and Settlement

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Funeral Home Information

Funeral Home Locator
Find a funeral home in your area >



Directory of Local Homes

- Haben Funeral Home & Crematory
- Colonial Wojciechowski Funeral Home
- Douglass Edgerley & Bessom Funeral Home
- [see all](#)

Information for Funeral Directors

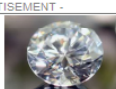
2



Illinois Moms Make \$77h

Single mother finds easy way to earn great money from home during recession. Her shocking story... [Learn more](#)

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Certified, high-quality diamond created from the cremated ashes of your loved one as a memorial to their unique life... [Learn more](#)

Buy a link here

Legacy.com®

Premier Ad Sales Plan
Proposed Display Positions

REQUIRED PLACEMENTS

1. 728x90 Leaderboard Ad
(All pages)

- Legacy responsible for ad serving
- Emphasis on direct deals (national/regional) across many sites
- Legacy will allocate up to 25% of impressions to fulfill local ad deals from affiliates

2. Image/Text Link Ads
(Home, Search, Browse pages)

- Appear at bottom of home page, search results pages, and browse full text pages

OPTIONAL PLACEMENTS

3. 300x250 Medium Rectangle Ad
(All pages)

- IAB standard unit appears below the fold

4. Pop-under Ad
(Home page)

- Opens separately behind home page of obituary site
- Frequency is capped at 1x per user per day

5. 970x30 "Pencil" Ad
(Home page)

- Expandable "special-event" unit pitched to select categories like non-profits and genealogy advertisers
- Ad won't expand over other content on the page unless initiated by the user

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Advertisement - Windows Inter...

