

## One-Year Guest Book Program

*Bundled Program Designed to Increase Incremental Revenue*



The screenshot displays a 'Guest Book' page for Ruth Gilliland, brought to you by the Chicago Tribune. The page features a central obituary text, a photo gallery, and various interactive elements. On the left, there's a 'Sign Guest Book' section with a candle icon and a 'Light a Candle' option. On the right, there are sections for 'Send Sympathy Flowers' (featuring a 'White Lilies of Peace Basket' for \$64.99), 'Keep Guest Book Online Past 7/29/2013' (with a 'KEEP ONLINE' button), 'View Photo Gallery', and 'View Commemorative Guest Book' (with a 'Preview Now' button). The page also includes social media sharing options (Facebook, Bookmark, Share, Email) and a 'Remember this Guest Book' link.

- **Increase Revenue**
- **Enhance Online Presence**
- **Build Engagement**

### PRODUCT DESCRIPTION

The Guest Book is our most popular, engaging feature. There are approximately one million entries per month; all screened for appropriate content.\* The standard notice includes a 30-day online Guest Book. The One-Year Guest Book program extends the standard online Guest Book from 30-days to one year. By bundling this program with the standard notice, newspapers can increase their incremental revenue. On average newspapers successfully charge an additional \$10-15 dollars for the bundled product. The program is also very easy to implement and requires no tech resources.

### AFFILIATE BENEFIT

- **Increase Revenue** - adding the One-Year Guest Book feature as a bundle allows newspapers to increase retail prices with a larger profit margin and increase exposure to additional revenue lines including flowers and printing options.
- **Enhanced Content** - enhance presence online with more interactive content available to readers for a longer period of time.
- **Build Engagement** - newspapers already using the program have seen consistently higher Guest Book engagement throughout the year.
- **Promotion** - Includes promotional space with "courtesy of" newspaper or funeral home.

### CONSUMER BENEFIT

- Read, sign and share the Guest Book throughout the year, including holidays and special occasions.
- The extended availability eliminates consumer frustration associated with the Guest Book expiring prior to viewing, signing or printing.
- Purchasing the One-Year Guest Book extension at time of obituary purchase provides consumer with a significant savings in price.

**Questions:** call Legacy.com at 1-888-397-9494 or email [marketing@legacy.com](mailto:marketing@legacy.com)