

Introducing—

Local Spotlight Obituaries

A Featured Online Newspaper Obituary for Funeral Homes & Families they Serve

FOR FAMILIES

Families often ask for a newspaper editorial obituary. Through the Local Spotlight Obituary program, families can now have an online product with many of the same features:

- A. Name/photo is prominently featured on the newspaper obituary home page.
- B. Special Local Spotlight identification next to name in daily list of deceased.

FOR FUNERAL HOMES

Funeral homes value the features of Local Spotlight Obituaries as they have become more familiar with, and reliant upon, online obituaries:

- C. **Advertising**
Advertising is exclusively for the benefit of the funeral home and family.
- D. **Pre-Planning Leads**
A link to the funeral home pre-planning page or form prominently placed on the obituary.
- E. **Prominent Funeral Home Branding**
The funeral home receives the most prominent brand positioning on the obituary and a significant brand presence on the home page of the newspaper obituary site.
- F. **Traffic to Funeral Home Website**
A link to the funeral home website prominently placed on the obituary intended to drive users directly to the funeral home website from the newspaper website.

- G. **Flowers Revenue**
Legacy's flowers program generates revenue for the funeral home.

The screenshot displays the obituary for Veronica Finnegan (1949-2013) on the Chicago Tribune website. The page is divided into several sections:

- Local Spotlight:** A prominent box at the top left features a photo of Veronica Finnegan and the text "Veronica Finnegan" and "Arrangements: Under the Care of MAGUIRE FUNERAL HOME". Callout A points to this box.
- Recent Obituaries:** A list of other obituaries with "Local Spotlight" tags. Callout B points to the "Local Spotlight" tag next to Veronica Finnegan's name.
- Search Obituaries & Guest Books:** A search bar at the top right. Callout E points to the "MAGUIRE FUNERAL HOME" logo in the top right corner of the obituary page.
- Obituary Content:** The main text includes a photo of Veronica, a "VIDEO MEMORY" player, and service details. Callout F points to the "MAGUIRE FUNERAL HOME" logo in the top left of the obituary page.
- REMEMBER:** A section for condolences and photos. Callout D points to the "ADD MESSAGE" button.
- SYMPATHY FLOWERS:** A section for purchasing flowers. Callout G points to the "SEND FLOWERS" button.
- MAKE A DONATION:** A section for donating to the American Cancer Society. Callout H points to the "DONATE NOW" button.
- Send me a Planning Guide:** A section for downloading a planning guide. Callout I points to the "DOWNLOAD NOW" button.