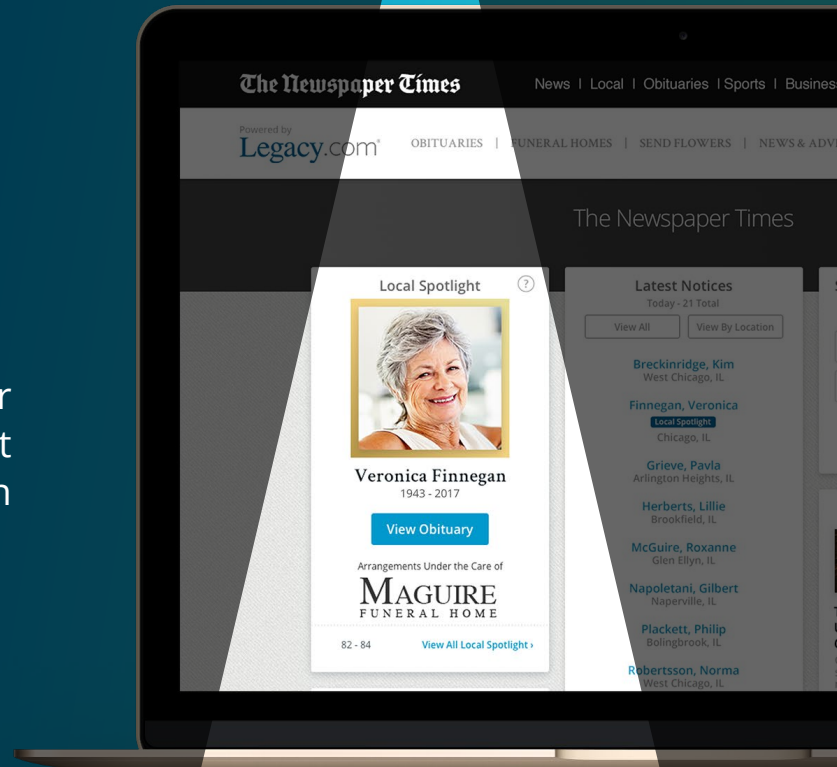


Funeral Home Local Spotlight

Promote your brand and services on your newspaper's home page, the most relevant and heavily trafficked location for obituaries in your community.



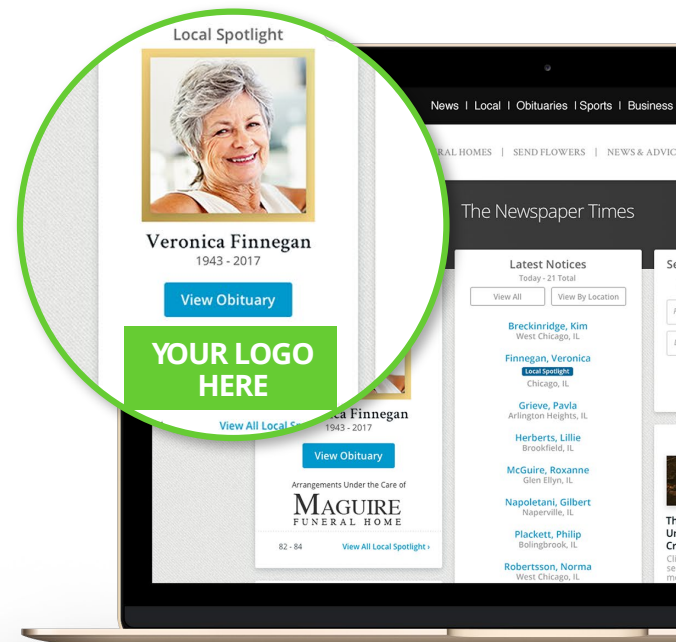
Funeral homes in the spotlight see an average of **42% more pageviews** compared to homes not in the spotlight.

Funeral Home Local Spotlight is a featured online obituary that offers your families a unique way to honor their loved one.

Premium Placement

Your obituaries are prominently displayed in a premium position on your local newspaper's obituary home page, ensuring more brand exposure and letting your community know you're helping at this time of need.

Source: Google Analytics May 2016, all obit data; Legacy.com analysis comparing funeral homes on FHLS to homes not on FHLS

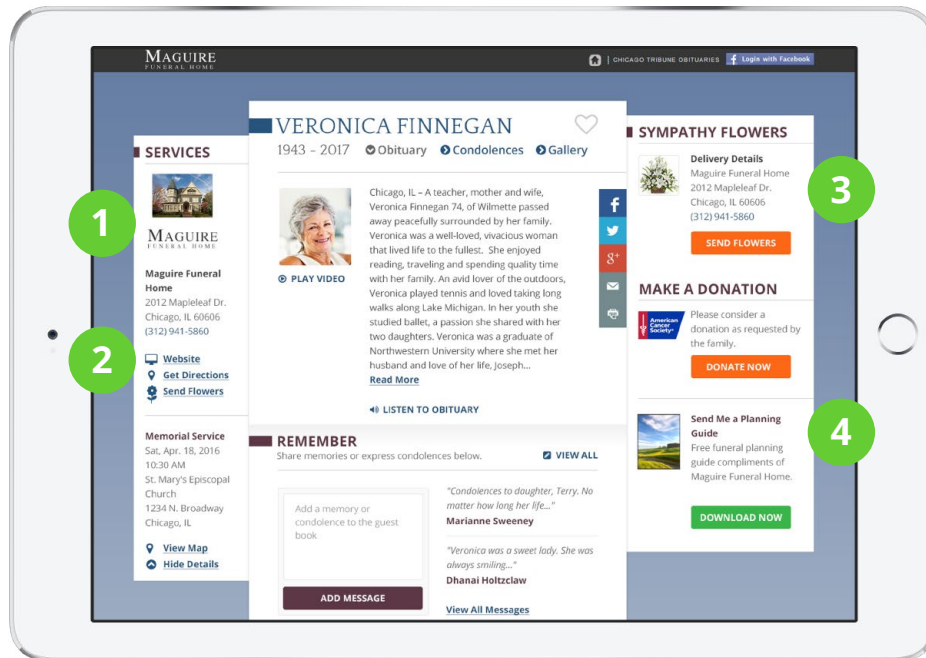


› Visit new.legacy.com to learn more

Legacy®

More Benefits for **Your Home**

With Local Spotlight, all obituaries receive our newest and most innovative format, as well as additional benefits.



1 Receive Prominent Branding

Your funeral home receives the most prominent brand positioning on the obituary page.

2 Drive Traffic to Your Website

Six links to your funeral home website are placed in the obituary.

3 Grow Your Flowers Revenue

In some markets, you have the ability to designate a preferred florist or receive flowers revenue. Check with your paper for details.

4 Get Pre-Planning Leads

Drive new leads with a link to your funeral home's pre-planning page.

› Visit new.legacy.com to learn more or contact John Heald
jheald@legacy.com | 617.913.6122

