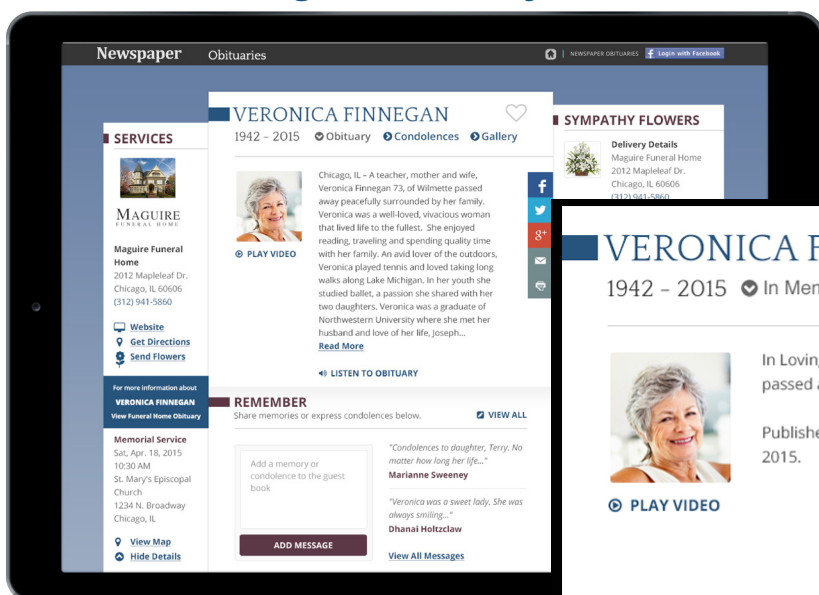


Bundled In Memoriam

Generate additional revenue by offering readers a way to commemorate the anniversary of a loved one's passing, birthday or other special occasion by including an *In Memoriam* notice with the purchase of an obituary.

Original Obituary



In Memoriam



Drive Additional Revenue

- You pay a base notice price per memoriam and set your own retail price
- You can offer *In Memoriams* as an online-only feature to generate a higher profit margin
- You can offer the *In Memoriam* by bundling with all obituary notices or by offering as an upsell

Improved Features

- The *In Memoriam* links to the original obituary, increasing overall user engagement
- The *In Memoriam* Guest Book merges with the original Guest Book so users can view all entries and photos