

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. Callout A points to the prominent photo and name at the top of the obituary. Callout B points to the 'Local Spotlight' badge next to her name in the 'Recent Obituaries' list. Callout C points to the 'MAGUIRE FUNERAL HOME' logo and contact information. Callout D points to the 'Sympathy Flowers' section with a 'Send Flowers' button. Callout E points to the 'Services' section with a 'View Funeral Home Website' link. Callout F points to the 'Remember' section with a 'Share a Message, Photo, or Video Below' button. Callout G points to the 'Sympathy Flowers' section with a 'White Lilies of Peace Basket' offer.