



*Growing Local and Industry Obituary Revenues  
with  
Memoriams™*

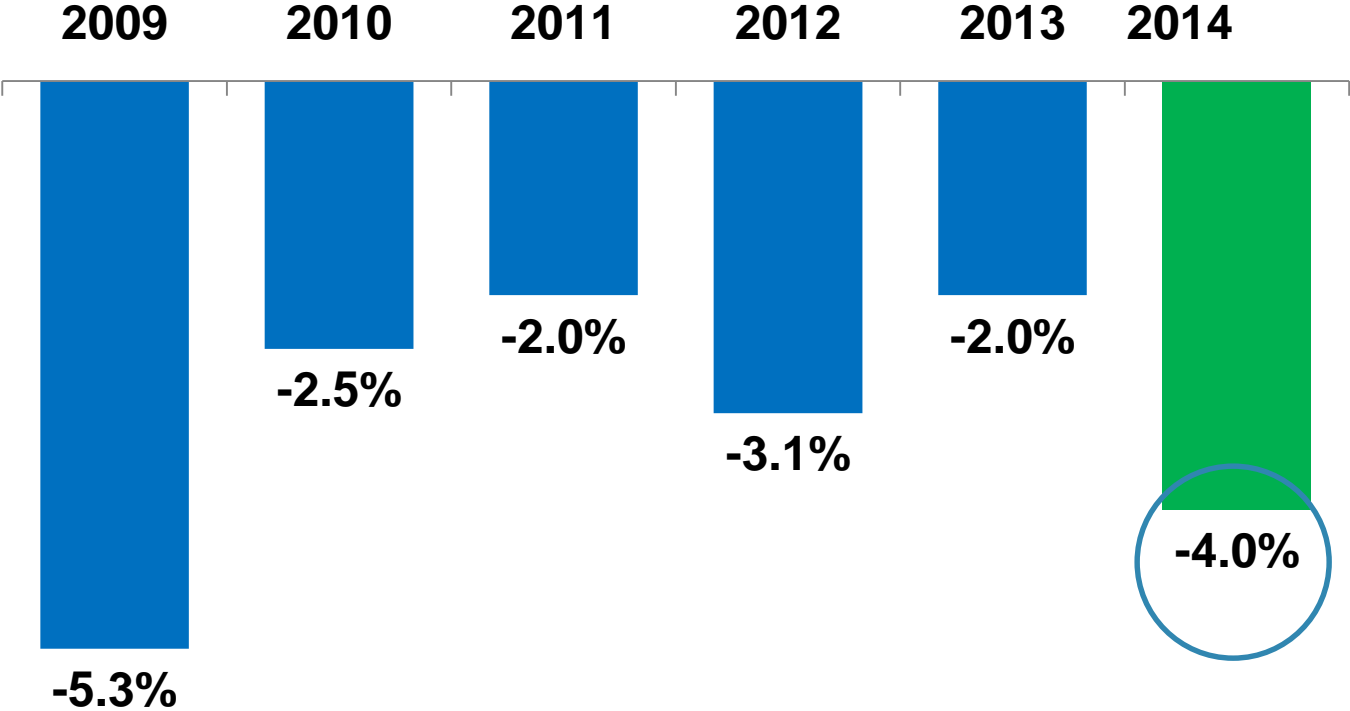
*Deb Dreyfuss-Tuchman, EVP Sales, Adpay, Inc.  
February 24, 2015*

*Memoriams™*



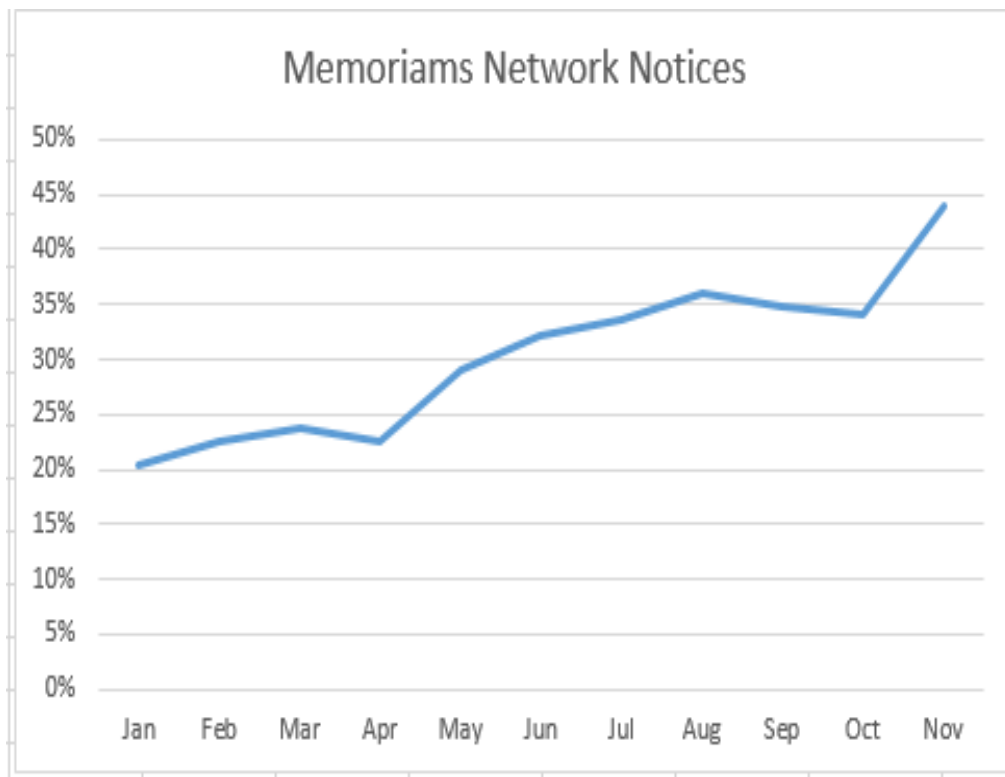
# Obituary Volume Trends are Down

## Annual % Change



Source: Legacy.com

# Memoriams Reverses those Trends



- ✓ 47%+ Network notice placement
- ✓ Increasing Obituaries for newspapers overall
- ✓ Reversing industry declines

# Local Revenue Increases Averaging

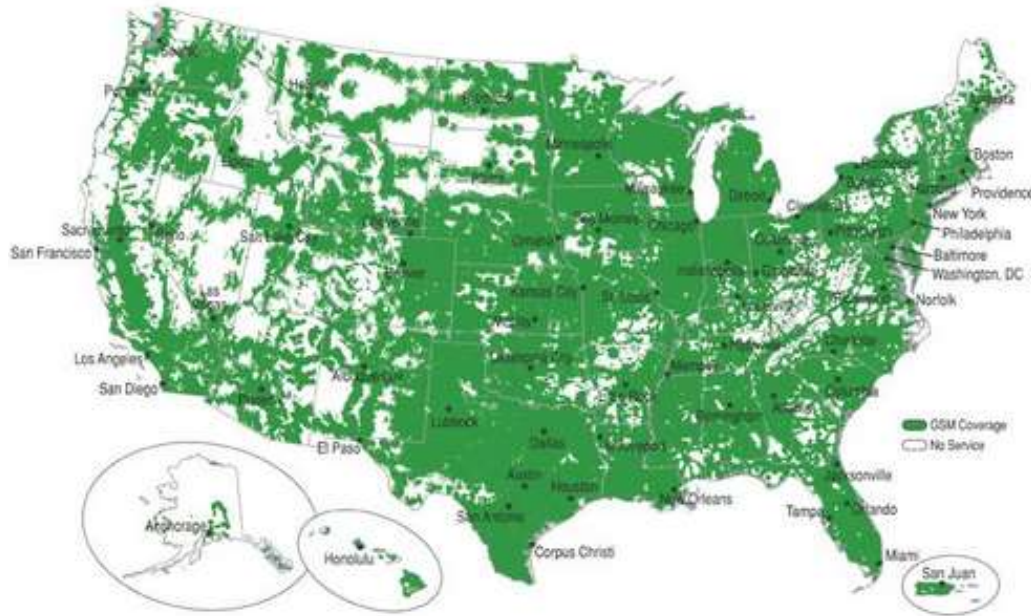
A 3D rendering of the text '30%' in a bold, red, sans-serif font. The characters are thick and have a slight shadow underneath, giving them a three-dimensional appearance. The background is plain white.

# More Obituaries to Newspapers through a “Network-effect”

**Official Partner**  
*of the*  
**Local Media  
Consortium**



# Solving Funeral Directors' #1 Challenge



Over 2,700 newspapers configured for  
out-of-market Obituary placement.

Is yours?

# Only Nationwide Network

- Over 2,700 newspapers and growing
- Unleashing a powerful outside sales force for the newspaper industry...your funeral directors
- Increasing Obituaries to newspapers
- Defense against external competitors

# Obituary Success in Dallas



Exceptional results:

- 40% revenue increase per local Obituary order
- 17% volume lift from Network Obituaries



# Results at *The Frederick News-Post*

- Revenues increased 23%, with \$45 more per order
- All Obituaries and Death Notices now entered through Memoriams.com
- 8% Obituary volume increase from the Network
- Virtually eliminated errors and make-goods
- Dedicated staffer almost entirely reallocated
- Editorial now involved only to write about a “local celebrity” death



Frederick, MD

46 active funeral homes

Daily circ: 30,750 / Sunday circ: 32,105

# Early results at The Akron Beacon-Journal

“We've had a tremendous experience since the start of our partnership with Adpay.

Not only have our customers given us rave reviews when using Memoriams, but we've seen a **53% increase in revenue on those orders!**

I would highly recommend them to any publication looking to streamline their Obituary ordering process and increase revenue.”

*Justin Balogh, Classified Director, Akron Beacon-Journal*



# 84% Local Revenue Increases in Tupelo

**“We are thrilled with our decision to use Memoriams.**

More revenue and less manpower is a no-brainer for us internally, and saving time for our Funeral Directors by enabling them to place multiple obituaries at once is the kind of service we love to provide.

And, the customer service both to us and our customers is unparalleled. Thanks, Memoriams!”

***Ashley Elkins, Marketing Agency Director***

Tupelo Daily Journal

# Your Funeral Director Partners are Happy

*"We cannot sing the praises of this program enough. The process has been streamlined for placing an out-of-state obituary which used to be a tedious and complicated process. It is now much quicker and efficient. Memoriams.com has become an essential part of our day-to-day business."*

-John Clark, Funeral Director, Las Vegas, NV

*"Memoriams has made my job as a Funeral Director easier and now I no longer spend hours contacting out-of-state newspapers to post obituaries. I can now say with confidence to a family 'I'll take care of all of the obits for you.'"*

- Miles Hartford, Funeral Director, Denver, CO

*"I would highly recommend Memoriams on many levels for other funeral service professionals. This has been a very valuable tool in the services we provide to those who place their confidence in our firm."*

- Chuck Segal, Funeral Director, Florida

# Funeral Director Benefits

- No back-and-forth proofing and rating
- Out-of-area Obituary placement
- Eliminates errors, with final preview print-out for family
- Loyalty Program
- Seven day-a-week customer support
- Order history and reporting
- Funeral home specific packages, with logos
- Invoicing and credit card payment options

# Exceptional Newspaper Results

- Newspapers receive **more out-of-area Obituaries**
- **Eliminated** vendor rev shares, per obit fees and credit card transaction fees
- **Reduced** internal expenses
- **Increased** funeral director satisfaction
- **Eliminated** errors and make-goods
- **Seven-day-a-week** support

*“Memoriams.com offers great rewards and benefits to funeral homes, and the time savings for our staff is tremendous. It gives us time to focus more on accuracy in obituaries. The whole team at Adpay is very helpful and professional. I encourage other newspapers to join in and enjoy the benefits.”*

– Kim Wilson, President  
South Bend Tribune, Schurz Communications

*“The Funeral Directors love how easy it is to submit obituaries locally and out-of-area. We have also seen a significant increase in revenue. I would highly recommend Memoriams to other newspapers!”*

– Felicia Lewis, Call Center Manager  
Corpus Christi Caller-Times, E.W. Scripps Co.



# No Obstacles, and No Cost to Get Started

- NO setup fees, per ad fees or revenue shares
- Paid by a Ticketmaster-like service fee passed to the family
- Comprehensive implementation support
- Direct print system integrations available
- Sales templates and best practices
- Loyalty program for funeral directors
- Training options



# The Only Obituary Strategy

- Cements your position as the local obituary source
- Increases print and digital revenues by an average of 30%
- Streamlines operations
- Solves funeral directors' #1 problem
- Delivers more out-of-area obituaries to newspapers overall



# Learn About Next Steps at Adpay, Booth #207

Deb Dreyfuss-Tuchman

EVP Sales

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*“An Obituary is forever, but it shouldn’t take that long to place one.”*

*Memoriams™*