

Premier Ad Sales Plan

BENEFIT FROM HIGHER ADVERTISING REVENUE SHARE ON LEGACY.COM

Receive an increased, 50/50 share of Legacy.com's display advertising revenue on *all* ads when you take advantage of our new expanded program.

If your online ad revenue is primarily driven by other content areas of your website, or if staff and resources are limited, you might not be heavily engaged in pursuing direct sales for your obituaries website. However, Legacy.com has a dedicated sales team actively building direct relationships with national and regional marketers and leveraging our *total* audience of over 15 million unique visitors.

To fulfill inventory on this growing sales pipeline, we are pleased to offer our affiliate partners the opportunity to join our Premier Ad Sales Plan, which is uniquely positioned to help newspaper affiliates further monetize their obituaries site by running an expanded selection of Legacy.com-managed ad placements.



The Premier Ad Sales Plan is easy to implement, and it's even easier to start seeing results!

Contact your affiliate manager or marketing@legacy.com to learn about generating 50% ad revenue share on your obituaries site.

How It Works

Affiliates give Legacy.com the permission to manage two or more additional ad placements beyond the existing 300x250. In exchange, the affiliate benefits from an immediate lift in revenue share from existing placements, plus incremental revenue gains from the new placements!

STANDARD/DEFAULT PLAN (35% REVENUE SHARE)—ALL AFFILIATES

Legacy.com Managed Placement:

1. Upper 300x250 All pages

PREMIER PLAN (50% REVENUE SHARE ON ALL DISPLAY PLACEMENTS)—NEW OPTION!

Additional Required Placements:

2. Leaderboard Header of all pages
3. Image/Text Links Bottom of Home, Search, Browse pages

Optional Placements:

4. Lower 300x250 Below the fold of all pages
5. Expandable "Pencil" Home page only (auto-expands 1x/user/day)
6. Pop-under (not shown) Behind Home page (capped 1x/user/day)

| At a Glance | | Standard | Premier Plan |
|-------------------------|---------|----------|----------------|
| % Revenue Share | | 35% | 50% |
| 1. Upper Med. Rectangle | 300x250 | ✓ | ✓ |
| 2. Leaderboard | 728x90 | | ✓ [†] |
| 3. Image/Text Link Ads | varies | | ✓ |
| 4. Lower Med. Rectangle | 300x250 | | ✓* |
| 5. Expandable "Pencil" | 970x30 | | ✓* |
| 6. Pop-under | 700x300 | | ✓* |

[†] Up to 25% of impressions can be allocated to fulfill an affiliate's local campaigns (728x90 only).

* Denotes an optional placement.

Note: Revenue Share is net of any third-party agency commissions and ad serving costs.

Legacy.com®

Bringing your obituaries to life.

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