

# Obituarieshelp.org

Unmatched Access to Your Targeted Audience. Use ObituariesHelp.org to find the perfect audience for your business with highly targeted advertising.



## Professional

Our ad server is the best in the industry, with advanced reports, click fraud protection and flawless ad delivery.



## Targeted

Select your audience by specifying keywords and choosing sections of the website where your ads will appear.



## Simple

Write, target, and initiate your ad campaign in minutes. Pay only for clicks. Secure payments through PayPal.



## Trusted

Leverage the powerful advantage of advertising on a trusted source for the death, obituary and genealogy industries.



## Regional

Target your ad to potential customers based on geography. Choose the countries where you'd like to get your customers.



## Cost Effective

Advertising to a genealogy, funeral and sympathy customers when they need your services increases your return on investment.

The screenshot displays the Obituarieshelp.org website interface. At the top, there is a navigation bar with links for Home, Obituaries Resources, Sympathy Resources, Funeral Resources, and Genealogy Resources. Below the navigation bar, there are several featured articles and ads. One prominent ad is titled "Words of Condolences" and includes a list of resources such as "Sample Letter of Sympathy Condolence", "Condolence Phrases", and "Condolence Message Samples". Another ad is titled "Sympathy and Memorial Gifts" and promotes personalized memorial gifts. The website also features a search bar and a "SIGN UP for our newsletter" button. A blue arrow points to the "Words of Condolences" ad with the text "Premium Placement". Another blue arrow points to the "Sympathy and Memorial Gifts" ad with the text "Premium Placement".

Over 55% of our visitors are college or university educated...

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## ObituariesHelp.org Statistics

- Fastest growing website in this industry
- Over 700,000 Page Views a month
- 20% growth rate in July (2009) alone
- Visitors view an average of 4 pages each visit
- Visitors view most pages for over 3 minutes

## ObituariesHelp.org Audience Demographics

Over 55% of our visitors are college or university educated people who are comfortable with online services. Their comfort with the Internet and education level means they will make a larger number of online purchases. How do I know this? Well for one thing, over 40% of our visitors earn \$60K – over \$100K. Here are more statistics about our visitors:

### Gender:

Male	51%
Female	49%

### Income:

\$30K - \$60K	27%
\$60K - \$100K	30%
\$100K +	10%

### Education:

College	45%
Graduate School	10%

### Ages:

3-17	22%
18-49	21%
50+	57%

Imagine your ad  
appearing 700,000 times...

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## ObituariesHelp.org General Advertising Specifications

Imagine your ad appearing on our website over 700,000 times each month. Think of all the people who will see your ad, and begin to recognize your company in one of the best branding opportunities online today.

[Sign Up](#) to start creating your advertising campaign in minutes.

Visit the [Advertise page](#) for details of our current promotions for advertisers.

Read our [Advertising Policy](#) for a detailed description of advertiser's terms and conditions.

All other inquiries can be directed to [melanie@obituarieshelp.org](mailto:melanie@obituarieshelp.org)

### Text Ads

As a basic rule, use clear, descriptive, and specific words that highlight the differentiating characteristics of your product/service. You can distinguish your ad by including your company name, line of business, or by highlighting one specific product. If you offer a local service or product, you might want to indicate your location in your ad.

We find the best way to differentiate your ad from others is to use specifics about your

Signing up is easy. There are only 7 steps...

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company that make you different from the competition such as “guaranteed delivery in 48 hours,” or “we will beat competitors pricing by 10%.” People can be skeptical about ads but advertising always works if you answer the question, “why should I buy from you?”

### **Text Ads Specifications:**

The text ad will appear with a headline, two lines of text, and a display URL. View full sized examples of text ads by visiting the Advertise page.

- **Headline (maximum 40 characters)** – Use this to grab your audience’s attention
- **Description Line 1 (maximum 40 characters)** – Explain your promotion or product
- **Description Line 2 (maximum 40 characters)** – Make an offer
- **Display URL (maximum 40 characters)** The URL you’d like people to see, keep it simple like [www.obituarieshelp.org](http://www.obituarieshelp.org)
- **Destination URL** – this is the landing page that visitors will go to when they click your ad, no one will see this URL

### **How do I sign up?**

Signing up is easy. There are only 7 steps to the sign up process. Sign up now to Advertise on ObituariesHelp.

You can choose where you want your ad to appear...

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## Here's what you need to know:

- Step One: Create your ad. Follow the instructions online or in this download.
- Step Two: Select Countries. Decide which countries you want your ads to appear in and then select them.
- Step Three: Select Keywords. On this page you will decide where on ObituariesHelp.org you'd like to place your ads, and make a list of keywords so that your ad will appear on related content pages.
- Step Four: Costs and Budget. Here you enter the cost per click. Enter \$1.50 and your daily budget.
- Step Five: Review Your Selections. Here you get to read over what you have selected on each of the previous steps and make changes if you need to.
- Step Six: Create Account. Create your username, password and enter in your contact information.
- Step Seven: Fund Account. Payments are securely made through PayPal. To get started, a minimum payment of \$500.00 is required.

## Ad sizes and locations

In each section, you can choose which space you want your ad to appear. Your text ad will appear in all of the ads spaces you choose. The sizes are as follows:

We appeal to a diverse group of people, all with the need to buy your products...

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- 336x280 Large Rectangle – the most visible ad space.
- 160x600 Wide Skyscraper – a traditional sized ad space, offers branding opportunities.
- 728x90 – Leader Board – in our case it's a footer board, right above our highly used footer navigation.
- 300 x 250 – Medium Rectangle - in our articles section and other content pages throughout the website.

### **Choose which pages you'd like your ads to appear**

With Google Adwords and other Pay Per Click models, you have no control over where your ad appears. With our advertising, you can choose the exact section of ObituariesHelp.org you'd like your ad to appear. And you can take it one step further; you can decide which ad space on those pages you'd like your ads to appear.

### **Diverse Audience Makes it Easier to Sell Your Product**

ObituariesHelp.org appeals to such a diverse group of people, all with the need to buy your products. There are the teenagers with summer jobs and disposable income, the older people who are planning for the future and all the people in between who are looking for great deals and good companies to buy products and services from.



## The Fine Print

We can manage your ads for you and maximize your campaign...

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- Please give us at least three days to get your ads up and running.
- We will have to approve all ad content before placing it on our website.
- A minimum of \$500.00 advertising budget is required to start running ads.
- Payments must be made in advance.
- Advertising budgets over \$5000.00 should contact Melanie directly for more special offers.
- Each click costs \$1.50 regardless of placement.
- Unlike Google and many other PPC models, we give you more latitude. You can use words like "best," "finest" and so on.
- For an additional fee, we can write your ads for you. Ad Copy Rates are \$100.00 per ad.
- Ad Management: Our in-house team of PPC specialists write ads, a/b split test ads and manage your PPC account to get the best possible click through rate to your website. With a minimum of 4 ads to test, set up costs are \$470.00 and a monthly management fee of 25% of your ad budget. Contact [melanie@obituarieshelp.org](mailto:melanie@obituarieshelp.org) for details.
- All ads are text ads at this time.
- Advertisers who lock in the Unlimited Impressions Advertising will be given two weeks notice as to when this offer expires. Two weeks after notice is given, there will be a cap placed on the number of impressions any ad can

For a limited time,  
there is no cap on ad  
impressions...

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receive in a month.

- When we do have to put a cap on impressions, you'll be given preferential treatment because you signed on early. You can continue to advertise on ObituariesHelp.org and we will present a special renewal promotion at that time, just for signing on with us now.
- If you have any questions about our current promotions for advertisers, please read about how to Advertise on ObituariesHelp.org
- For details about advertiser content, editorial guidelines and other questions, read our Advertising Policy.
- Contact [melanie@obituarieshelp.org](mailto:melanie@obituarieshelp.org) to help you set up your account

