

Tributes Pre-launch Checklist

Before you publish your first Tributes special sections, here is a checklist of the key decisions:

Set Pricing

Check the recency of the last obituaries price increase. Since Tributes is tied to a price increase, typically in the range of \$25 to \$80, newspapers that have recently raised rates may want to stay in the lower range or postpone the next increase for 9 to 12 months.

Finalize listing information, default photo and collect the data

The most common fields are first name, last name, age, city, state, life span, and funeral home name. Non-AdPortal users need to ensure that these fields of data are present in their front-end order-taking system. The default photo is used obituaries submitted without a photo of the deceased.

Determine publishing frequency

More frequency helps families see the pay-off right way, at the end of the month or quarter; however, to provide enough depth most newspapers set a minimum section size to 6 broadsheet pages or 12 tabloid pages.

Finalize cover, listing, page designs and choose a cover photo

Check out our **Tributes Content and Design Best Practices** [here](#).

Decide on and set deadline for additional relevant content

Besides the Tributes listings and home page, you may also want to include introduction narrative, editorial obituaries from that time period and/or a directory of funeral homes and their logos.

Communicate with funeral home directors

Calls and letters should communicate not only facts but benefits of Tributes. **See sample letter** [here](#).

Develop a prospect list for advertising

Traditional advertising categories are funeral homes and florists, but some newspapers have created native ads for programs where estate planners, hospice programs and grief counselors can weigh in on issues.

For more explanation on these checklist items, see **Tributes Best Practices**.