

## Extend Your Online Reach and Put Your Business in Front of Local Buyers

Over 89 million unique viewers a month utilize Internet Yellow Pages (IYP) sites to quickly access information on products and services to fill an immediate need in their life.<sup>1</sup> IYP advertising puts your business in front of online consumers and brings in business. IYP ads are competitively priced and provide great placement and visibility. Since consumers are looking online for businesses in their area, you need a high-profile presence. IYP provides you with:

- : Internet advertising under headings related to your industry or business category
- : Highly targeted presence in the county of your choice
- : More clicks to your Web page, phone calls, emails and visits to your business
- : Paid listings that may appear within the free rankings on Google
- : Searches from consumers using their mobiles phones
- : Sales leads—88 percent of IYP users are ready to buy and plan on making a purchase

Marquette Group offers advertising on leading U.S. IYP sites and their partner networks. IYP sites include: YP.COM; Superpages; Yellowbook.com and DexKnows. Together, these four sites account for 85 percent of the overall IYP site use. In Canada, YellowPages.ca is the strongest option available.



### Frequently Asked Questions

#### Why should I purchase IYP advertising?

IYP advertising provides users important information on the services they want within their local markets in the U.S. and Canada. Used frequently by potential customers, IYP sites provide an opportunity to expand your reach and exposure within your marketplace.

#### How do I know which IYP site is the right choice for my business?

Although many IYP sites exist, users typically favor one IYP site over the rest in any given market. Marquette Group specialists can guide you through the best sites for your markets.

#### Why should I buy an IYP ad when these sites provide a free listing?

Free listings on IYP sites are placed behind all paid advertising in alphabetical order. Purchased ads improve your positioning and provide branded advertising. Free alphabetical listings do not offer branding or enhanced positioning. Plus, advertising on IYP sites improves your overall search engine rankings, and ensures your business information is accurate.

#### How do I know my IYP ad is working?

Performance reporting is available monthly via email or 24/7 on our user-friendly Velocity reporting web portal.

<sup>1</sup> comScore Jan 2010