

## Capitalize on a Proven Medium

Nine out of ten Americans still turn to the Yellow Pages to find services near them. That's why Marquette Group continues to provide top-notch strategy, design and placement services that help advertisers like you capitalize on this proven medium.

Yellow Pages ads pull in billions of searches each year and deliver tremendous sales conversions with a reported 86% of Yellow Pages users making a purchase. Plus, 250 Yellow Pages headings have garnered *20% more* references in the past 10 years, a clear indication that Yellow Pages still carries great relevance to today's consumers. Can your business afford not to advertise in them?

### Why Yellow Pages?

- : One of the most highly referenced sources consumers use to find local businesses
- : Lead generation
- : High conversion
- : Impressive return

### Frequently Asked Questions

#### Are print Yellow Pages still viable?

Yes! Yellow Pages have effectively demonstrated their stability by matching last year's 13.4 billion annual searches. Headings most referenced by those over 50 are seeing *2.5 times growth*, and younger consumers are turning to phone books as well. 71% of 25–29 year olds and 69% of 18-24 year olds are using the Yellow Pages.

#### Can Marquette Group handle an account my size?

Marquette Group manages a wide range of ad programs. As the largest independently owned Yellow Pages agency, we handle some of the largest and most demanding programs with several placing tens of millions in advertising annually. Our ability and leverage within the print industry also allows Marquette Group tremendous success in negotiating outstanding special incentives and pricing for our clients.

#### What types of accounts do you manage?

A wide variety including: corporate-based, dealer/distributor, agent and franchise.

#### Can you help me determine where to advertise for the greatest return?

Yes, our strategies integrate your specific market area and sales potential data such as targeted consumer demographics and syndicated directory usage statistics into the directory selection and recommendation process. This comprehensive analysis, coupled with competitive placement examination

and astute recommendations, allow for better-informed buying decisions based on sound research methodologies.

**Tell me about your creative work.**

Our designers combine art with the science of proven methodology for creating ads with powerful content. Our in-house, award-winning staff designs ads that stand out from the clutter and, most importantly, motivate potential customers to call or visit.

**How will I know my ads are really working?**

Response measurement programs can be customized to measure the precise number of calls generated by your ads, and also provide caller information like location, identity and time. Audio recordings are available too.

**How soon can Marquette Group start my program?**

We can implement a sophisticated ad program, including strategic planning and tactical execution, in just 90 days.