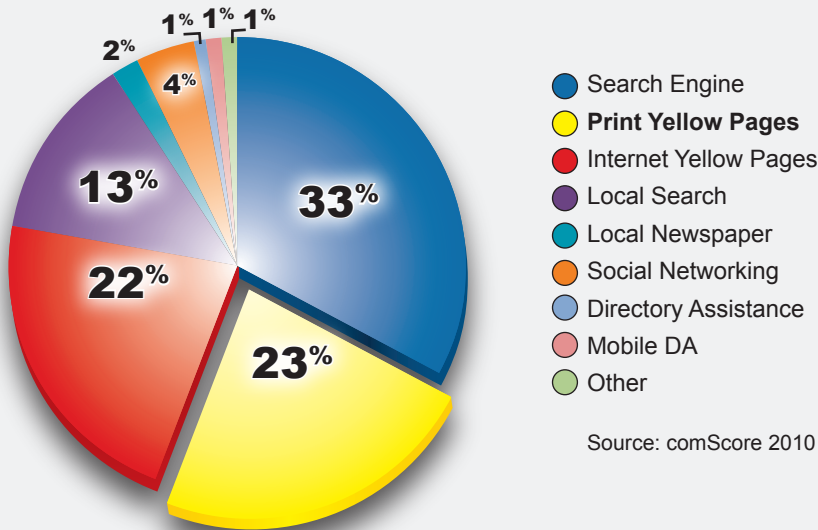


Why Advertise in Print Yellow Pages?

Where Consumers Turn First For Local Business Information



In 2010, Print Yellow Pages Ads Received Nearly 11 Billion References ⁽¹⁾

Nearly 7 out of 10 adults contacted a business after finding it in the print Yellow Pages.

- Nearly 5 out of 10 consumers referred to a Yellow Pages directory in the past month. ⁽¹⁾
- 52% of Yellow Pages users have a decision to make when they begin their product search; The average number of ads viewed by Yellow Pages users is 5. ⁽²⁾
- The typical local display ad delivers \$13 of revenue for every \$1 spent. National display ads deliver \$22 for every \$1 of ad expense. ⁽³⁾

When is Yellow Green?

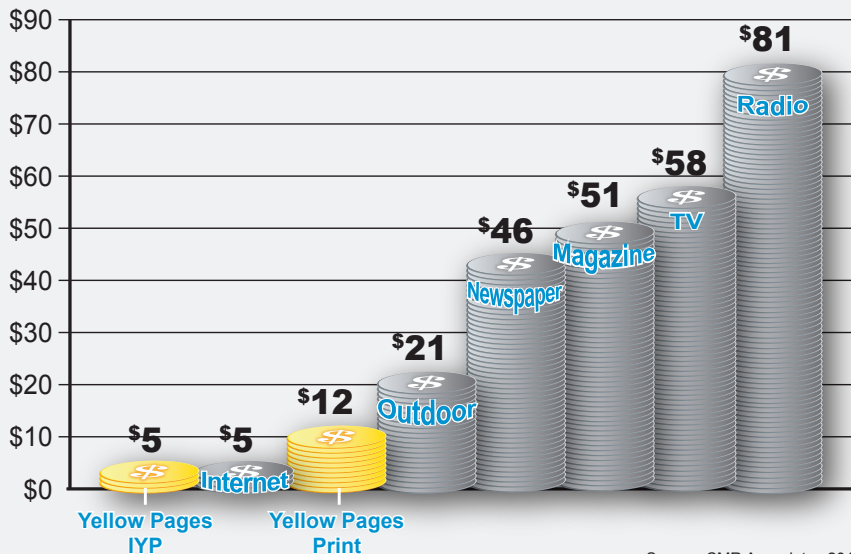
The U.S. Environmental Protection Agency says Yellow Pages directories represent only 0.3% of the municipal solid waste stream. Newspapers and standard mail make up 24 times that amount – 4.9% and 2.4%, respectively.

- Publishers use recycled newspapers, old phone books and leftover wood chips from the lumber industry to produce environmentally safe directories.
- Many Yellow Pages are printed with vegetable-based ink that poses no danger to ground water and nontoxic adhesives in the binding process.



Cost per Buyer Influenced - 2010

(YP Top Headings)



Print Yellow Pages Effectively Reach Ready-to-Buy Consumers ⁽⁴⁾

Nearly 80% of Yellow Pages usage results in a purchase. ⁽⁵⁾

- Print Yellow Pages (PYP) users typically spend 25% more than non-Yellow Pages users on average per category. ⁽⁶⁾
- 32% of PYP users that make a purchase are new customers to businesses they contact.
- Print Yellow Pages are used weekly by:
 - 27% of 18 – 24 year olds
 - 28% of 25 – 34 year olds
 - 25% of 35 – 49 year olds
 - 35% of 50 – 64 year olds
 - 31% of those 65+

1. 2010 Local Media Tracking Study, Burke Research, May 2011
 2. 2010 Local Media Tracking Study, Burke Research, May 2011
 3. Users of Yellow Pages, CRM Associates 2010

4. 2010 Local Media Tracking Study, Burke Research, May 2011
 5. MarketingSherpa 2010 Search Marketing Benchmark
 6. Value of Yellow Pages, CRM Associates 2010