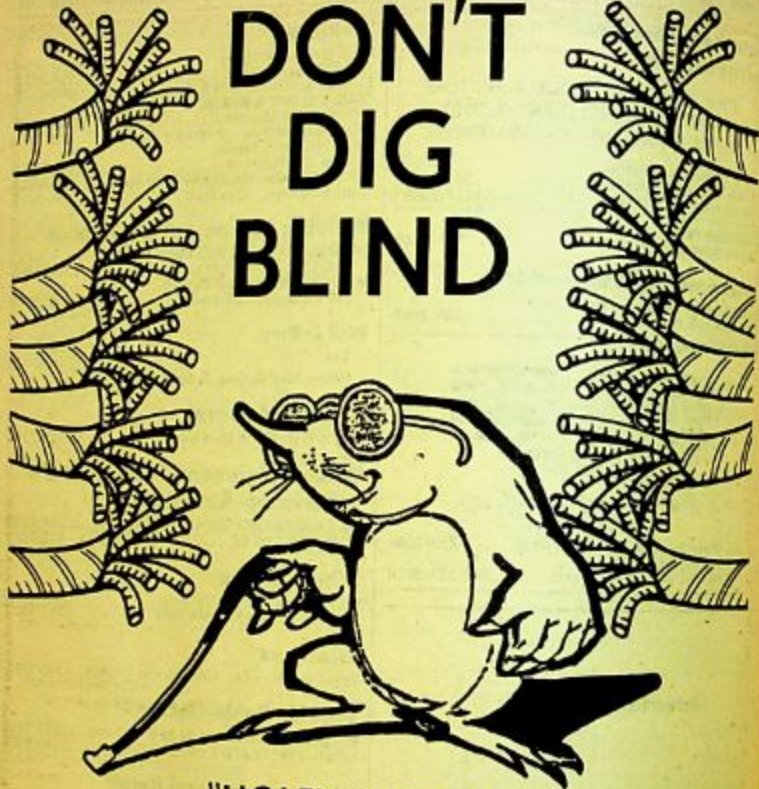


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## ADVERTISING IN THE



- • • **HAS MAXIMUM CIRCULATION**  
This Directory is delivered to every telephone subscriber and to every public telephone location. It is available to every person in this vast trading area.
- • • **IS WIDELY USED**  
Studies have shown that 9 out of 10 people use the Yellow Pages as a buying guide. Classified Telephone Directory advertising enables you to increase your share of the business in your market.
- • • **REACHES CUSTOMERS READY TO BUY**  
An advertisement in the Yellow Pages sells for you when the customer is ready to buy. Valuable advertising dollars are not lost on casual readers. Customers using the Yellow Pages are in a buying frame of mind.
- • • **IS ALWAYS AVAILABLE**  
Advertising in the Yellow Pages is not lost, misplaced or forgotten. Since the Classified Directory is a free reference book, people can see your advertising any day of the year, any time of the day — and just about any place.
- • • **IS INEXPENSIVE**  
The Yellow Pages offer low-cost advertising with units beginning at a few pennies a day. Other units of advertising to meet the specific needs of individual businesses are available at correspondingly low rates.
- • • **HAS PROVEN RESULTS**  
No doubt about it, advertising in the Yellow Pages builds business. That's why most advertisers renew their advertising from year to year and why so many take additional space in each new issue of the directory.
- • • **IS SUPPORTED BY TELEPHONE COMPANY ADVERTISING PROGRAM**  
The advertising campaign in support of the Yellow Pages encompasses all major media from television, newspapers, car cards and radio through magazines, billboards and direct mail. Every day millions of people are reminded of the Yellow Pages emblem and the slogan "Find It Fast in the Yellow Pages." This advertising is your advertising.
- • • **WILL INCREASE YOUR SHARE OF THE MARKET**

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