

Samples of Advertising

Listings

The most basic form of Yellow Pages identification

Regular Listing

Firm Name in Regular Type
Address.....000-0000

Bold Type Listing

FIRM NAME IN BOLD CAPITAL
Address.....000-0000

Bold Listing and Number

FIRM NAME IN BOLD CAPITAL
Address.....000-0000

Extra Lines

Extra Line Information About
Products Or Services
Up To 29 Characters

Alternate Call Listing

If No Ans Call.....000-0000

Anchor Listing

Firm Name in BOLD or
Regular Type
Address.....000-0000
(See Advertisement This Classification)

For added White Page Listing Identification
White Superbold Listing

**FIRM NAME IN 16 PT. BOLD
CAPITAL LETTERS**

Address.....000-0000

Trade Mark

For brand name identification

BRAND NAME IN BOLD TYPE

DESCRIPTIVE TEXT
or
APPROPRIATE
SALES MESSAGE
UP TO 25 WORDS



"WHERE TO BUY IT"
DEALER

Dealer Name in Regular or
BOLD Type
Address.....000-0000

Trade Name

BRAND NAME IN BOLD TYPE—
DEALER

DEALER NAME IN
REGULAR CAPS
Address.....000-0000

Custom Trade Mark

BRAND NAME IN BOLD TYPE

CTM

ADVERTISING COPY

DESCRIBING FEATURES
OF PRODUCT
OR SERVICE
SERVICE
ARRANGEMENTS

"WHERE TO BUY IT"

Dealer Name
Address.....000-0000

Space Ads

Column identification with added
promotional value

1 MS

FIRM NAME IN BOLD CAPITAL
LETTERS

This 3/4" size ad provides for up to
6 lines of 6 pt. type or
Maximum 4 lines of 10 pt. type
plus 1 line address and phone number

Address.....000-0000

2 HS

FIRM NAME IN BOLD CAPS

This 1" Size Ad Provides for
up to 8 Lines of 6 Point Type
or a Maximum 3 Lines of
12 POINT TYPE

plus 1 line address & phone number

Address.....000-0000

3 HSA

FIRM NAME IN BOLD CAPS



This 1 1/2" Size Ad Provides for
up to 12 Lines of 6 Point Type

OR 6 LINES OF
12 POINT TYPE
W/O ARTWORK
OR A MAXIMUM OF 2 LINES OF
12 POINT TYPE
WITH ARTWORK

plus 1 line address & phone number
Address.....000-0000

Samples of Advertising

Space Ads—continued

4 DHS

FIRM NAME IN BOLD CAPS

Directional
Box For
Location

This 2" Size Ad
Provides up to 17
Lines of 6 Point Type
or a Maximum of

5 LINES OF
14 POINT TYPE
WITH DIRECTIONAL BOX
7 LINES OF
14 POINT TYPE
W/O DIRECTIONAL BOX
for added impact

plus 1 line address & phone number

Address.....000-0000

5 HSA

FIRM NAME IN BOLD CAPITAL
LETTERS



This 2 1/4" Size Ad
Provides Up To 23
Lines of 6 Point Type

OR 10 LINES OF
14 POINT TYPE
W/O ARTWORK

OR A MAXIMUM OF
7 LINES OF
14 POINT TYPE
WITH ARTWORK

plus 1 line address & phone number.

Address.....000-0000

6 HSA

FIRM NAME IN BOLD CAPITAL
LETTERS



This 3" Size Ad
Provides Up To 29
Lines Of 6 Point Type

OR 9 LINES OF
18 POINT TYPE
W/O ARTWORK

OR A MAXIMUM OF
5 LINES OF
18 POINT TYPE
WITH ARTWORK

plus 1 line address & phone number

Address.....000-0000

8 HSA

FIRM NAME IN BOLD CAPITAL
LETTERS

This 4" Size Ad
Provides Up To 41
Lines Of 6 Point Type

OR 10 LINES OF
24 POINT TYPE
W/O ARTWORK



OR A MAXIMUM OF
6 LINES OF
24 POINT TYPE

WITH ARTWORK

plus 1 line address & phone number

Address.....000-0000