

Display Ads

The ultimate in Yellow Pages Advertising

- Complete flexibility in layout
- Pictures - speaking a universal language
- Great variety in type styles
- Type sizes up to 60 point maximum
- Yellow space to assure interest
- Benday panels
- Type can be set at 15° angle
- Selection of border styles
- Different sizes available
- Anchor Listing provided - see preceding page
- Custom business signatures - to stress character and image

Your display ad will not necessarily be placed on the directory page in the position shown.

Display Ads are shown actual size.

6U

Company Name



Product, Service, or Special Feature Information can be more completely covered in this larger area.

Credit and Discount Information

Hours

Estimates and Delivery

Phone

Address or Location

The 6U Display Ad offers greater flexibility in designing your ad.

2U

This is a 2U Display Ad

Product/Service Headline

- Special Features
- Hours
- Estimates
- Delivery

Company Name

Phone

Address or Location

3U

This 3U Display Ad is best suited to a vertical format.

IMPACT HEADLINE

- Short sales messages
- Product and service information
- Special features

Locator Map

Company Name

Credit Cards

Phone

Hours

Address or Location

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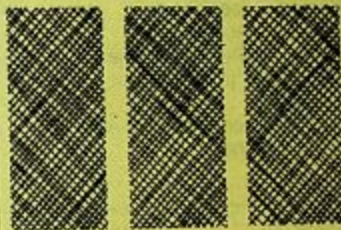
Display ads are shown actual size.

4UV

This is a 4UV Display Ad

Information

headline



multiple illustrations

Brand

Name

Products

Services

Hours

Estimates

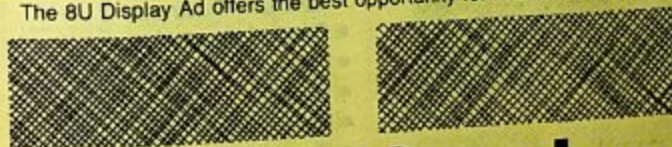
Company Name

Phone

Address or Location

8U

The 8U Display Ad offers the best opportunity for VISUAL IMPACT.



Product/Service Headline

Yellow Pages users consider the ad size an indicator of a firm's reliability.

Illustrations will create a distinctive and professional visual impact.

Firm Name

PHONE

Address or Location