

YELLOW PAGES INC B2B RIDE-ALONG

NEWLY-UPDATED MAIL DATES & QUANTITIES

8,000,000 Total Annual Mailings, 2010 \$25.00/M
 1,000,000 average per mailing cycle. Eight cycles per year.

Yellow Pages Inc. provides access to its comprehensive and accurate B2B database of businesses throughout the U.S. through targeted mailings leading to the publication of four regional directories as well as the updating of its online directory. These mailings target small businesses, professional offices, companies with 20 or fewer employees, new businesses, and branch offices in all 50 states.

Eight mailing cycles per year provide blanket coverage of this targeted audience with virtually no duplication between successive mailing cycles. Through careful database selection criteria, duplication throughout the year is held to a minimum permitting both B2B and B2C marketers access to over 8 million businesses.

Inquire about advertising in the printed or online directories.

SPECIFICATIONS:

Maximum Weight .20 ounce
 Maximum Size: 3-1/2" x 7-9/16" (Min Size is 3-1/2" x 5-1/2")
 Maximum Inserts: 3 non-competitive

UPCOMING MAIL & NEED BY DATES:

<i>Start Date</i>	<i>Completion Date</i>	<i>Material Due</i>	<i>Regions</i>	<i>Quantity</i>
1/4/2010	1/25/2010	12/14/2009	E, S, & C	1,000,000
2/16/2010	3/8/2010	1/25/2010	E, S, & C	1,000,000
3/29/2010	5/3/2010	3/8/2010	W, E, & S	1,000,000
5/24/2010	6/14/2010	5/3/2010	W, E, & S	1,000,000
7/6/2010	7/26/2010	6/14/2010	W, E, & C	1,000,000
8/16/2009	9/7/2010	7/26/2009	W, E, & C	1,000,000
9/27/2010	10/18/2010	9/7/2010	W, S, & C	1,000,000
11/8/2010	11/29/2010	10/18/2010	W, S, & C	1,000,000

INSERTS REQUIRED 3 WEEKS PRIOR TO START DATE

AVERAGE ORDER

\$209

SOURCE

Direct Mail

MINIMUM ORDER

100,000

SELECTIVITY

Options include state, region, SIC code, business size, etc.
 Inquire for counts
Note: Final selection requirements due six weeks prior to mail date

CONTACT

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PDF REQUIRED FOR CLEARANCE

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