

Yellow Pages Fast Facts

Fact 1: 400% ROI

The average local display ad returns over \$12 of sales and \$4 of profit for every \$1 spent on Yellow Pages. National ads return even higher results.



Fact 2: 89% Purchase Rate

Yellow Pages are the most effective medium for reaching people ready-to-buy: Almost all users of the Yellow Pages (89%) will make a purchase. No other medium can boast this high of a follow-through.



Fact 3: 16 Billion Annual References

Annual Yellow Pages print and online references top 16 billion.



Yellow Pages Fast Facts

Fact 4: 300 Sales Per Ad

The typical business makes more than 300 sales per year, per display ad.



Fact 5: 800 Phone Calls Per Year

Yellow Pages ads deliver prospects - the average local display ad delivers over 800 calls per year.



Fact 6: Save Time, Money & Energy

89% agree that the Yellow Pages save you time, money and energy.



Yellow Pages Fast Facts

Fact 7: Reach 60% of Market

Consumers' increased use of Online Services has caused traditional media to decline in usage; however, Internet Yellow Pages is not cannibalizing print Yellow Pages, as 85% of Internet Yellow Pages users continue to also use the print versions. When combined, the two mediums reach more than 60% of the active market.



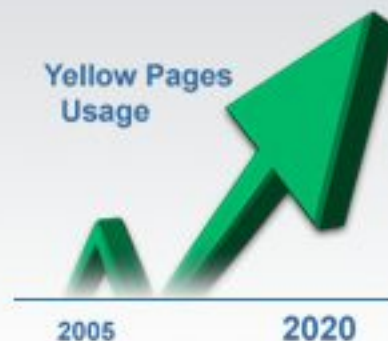
Fact 8: Users Reference 4.6 Ads

Based on 2,571 users in 2002 and 2003, on the average reference: 62% referenced one or more ads. 4.6 is the average number of ads looked at by those referencing ads.



Fact 9: Increase In Usage

Usage of Yellow Pages is likely to increase over the next 10 to 15 years due to demographics and demonstrated usage patterns. The under-26 age group (Generation Y) numbers about 79 million people; the leading edge of this group (18-24 year-olds) currently uses Yellow Pages 38% more than average.



Yellow Pages Fast Facts

Fact 10: 60% Actively Shop

Yellow Pages ads help shoppers make purchase decisions: The majority (60%) of Yellow Pages users are actively shopping (have not already chosen a business).

More than half of users that have only one business or brand in mind when they seek out the Yellow Pages end up looking at other ads. Thus, about three quarters of users of Yellow Pages are shoppers and use information in the Yellow Pages ads to help make shopping decisions.



Fact 11: Reach Smart Shoppers

Yellow Pages users tend to be leaders, smart shoppers, willing to try new brands, and willing to pay full price for good value.



Fact 12: Businesses Spend 80% More

Close to a fifth of Yellow Pages references are for business purposes; these users spend 80% more than other consumers.



Yellow Pages Fast Facts

Fact 13: Users Seek Information

Users of Yellow Pages actively seek out the information in ads. 100% of ads viewed are paid attention to. There is no better time to reach a consumer than when that consumer has a need and is interested and actively seeking out information about businesses and their products and services to help make shopping decisions.



Fact 14: Attracts New Customers

Yellow Pages are the most effective medium for attracting new customers: The majority of sales (54%) resulting from the Yellow Pages is from new customers to the businesses.

