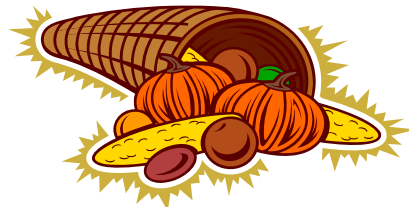




ONTARGET WITH DIRECTORY CONCEPTS



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Special points of interest:

Yellow Pages: An Integral Part Of Any Marketing Campaign

Impact of Color

Improving Your Yellow Page Ads



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Upcoming Topics

2006 Yellow Page Statistics

Online Yellow Pages: Worth The Investment?

Think Green...

Striking blue book covers are a thing of the past. Alltel phone books will now be Green & White with a pick up truck logo, both trademarks of Windstream Corporation.

Windstream Corporation has completed their spin-off of Alltel's landline business and merger with VALOR Communications Group, Inc. This merger created the largest company focused on serving the rural

United States.

For more information on Windstream, go to www.windstreamyp.com.



What Are "Companion Books" Anyway?

In 2004, BellSouth introduced a 7 1/2 x 9-inch "mini" version of their directories and called them Companion Books. Companion Books were distributed with the main directory to every business and household. Consumers have the main phone book to keep in their home, and the smaller, more portable Companion Book to keep in their car for on-the-go decision-making. In addition, advertisers double their advertising at a fraction of the cost of the main directory, 7-10% of the cost to be exact.

months of usage: 64% of the Companion Books were used, 74% were used in the home, 23% were used in the car, and best of all 76% of users wanted to receive one again. In addition, advertisers appearing in main and companion directories, received 20% more calls.

BellSouth is not the only publisher these days to offer a Companion Book. AT&T offers the *Mini*, DEX offers the *Plus* and Verizon & L.M. Berry both offer their own versions of the *Companion*. There are more than 350 Companion Books available in 45 states.

Please contact your Account Executive at **800-454-6977** if you have any questions or would like more information on the Companions available in your market

Companion States

AL AR AZ CA CO CT DE FL GA IA ID IL IN KY LA MA
MD ME MI MN MO MT NC NE NH NJ NM NV NY OK
OH OR PA RI SC TN TX UT VA WA WI WV

Don't let the size of these books fool you—they have been very effective.

In markets where a Companion Book was launched, extensive research demonstrated usage was up 34%. After 2

Improving Your Yellow Pages Ads

Nobody reads the phone book to see how it will turn out.

Yellow Pages put prospects in touch with sellers. The only reason anyone will ever look at your yellow pages ad is because they are looking for what you are selling. That's the primary difference between yellow pages and any other advertising media.

On average, of the people looking in the Yellow Pages, **52% buy in 48 hours and 79% in the near future.** So how do you make yellow pages work for your business?

Dennis Rosen, an Associate Professor at the University of Kan-

sas, suggests that ads need to highlight key selling points. Many advertisers are under the assumption that by highlighting their name and address only, this will draw more attention. He emphasizes that most consumers use the Yellow Pages as a buyer's guide. If they have a specific supplier in mind, they use the white pages to find the number. When they are shopping, they use the Yellow Pages. He concludes that advertising needs to focus on the advertiser's business, competitors and customers.

What do you really do? Have you defined your budget? Where are your primary marketing ar-

eas? Do you want to grow or simply provide an information resource for existing clients? Who is your real competition? Who are your customers? Why do customers buy from you? What is your unique selling position?

According to Rosen, treating your Yellow Pages ad like a real ad is key. Remember, the Yellow Pages work for you or your competitor 24/7, for a full year. Attracting attention is only part of the concern. Yellow Page ad design decisions are made rather quickly with little or no analysis. The right message for your business and your target market is essential. Great advertising is an investment—it takes planning but is worth your effort.

TIP:

Don't cram too much info into a Yellow Pages ad or it won't attract people's attention.

The Impact of COLOR

Color sells. Call volume increases from the use of color are significantly higher than call losses from less effective color use. There is a greater upside to using color than risk.

Color should do more than just highlight a name or phone number. Use color to help communicate your message to potential customers.

Color affects the subconscious. It can be very effective in triggering emotions and feelings. Blue, green, or red derive different results from the customers' subconscious:

- **Blue** should not be associated with food. There is no blue food other than blueberries.

On the other hand, blue subconsciously implies security and stability, making it a great choice for a bank or attorney. Blue is a natural choice for a pool service because of its connection with water.

- **Green** is a relaxing and calming color. Green is ideal for a therapist or retirement community.
- **Red** is the color that evokes eating and spending, which is great for a restaurant.
- Combinations of all 3 of these colors promote a more festive party theme for an ad. This works well for a banquet hall or balloon retailer.

- If you choose full-color or process-color, make sure that the photo is clean and current. Verify the printed ad will have the look that you expect.

Results of applying color vary by heading. Florists received an average of 116% more calls. Only 17% of Locksmiths' ads benefited from the use of color.

Remember, ad content is the most important driver of calls. Color will not improve your message. Color can help organize and prioritize content to make it easier to read and understand quickly.

TIP: If possible, use your company colors to promote familiarity.

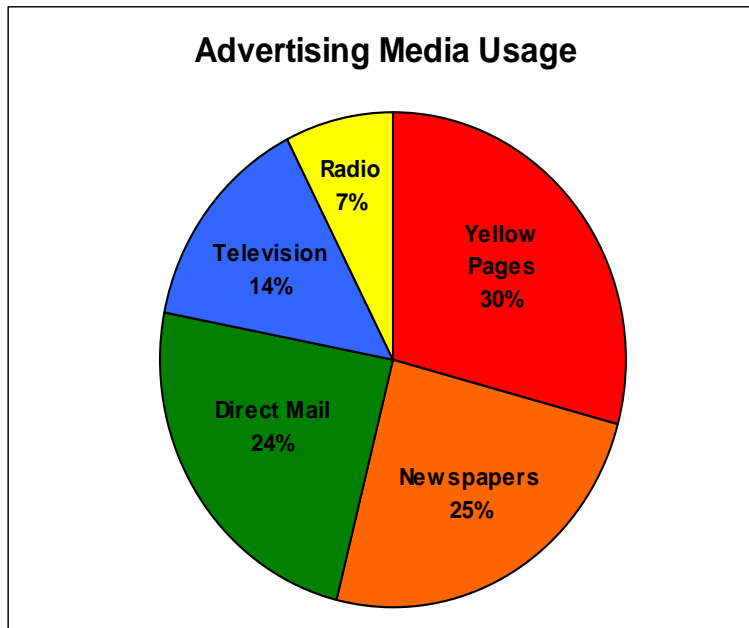
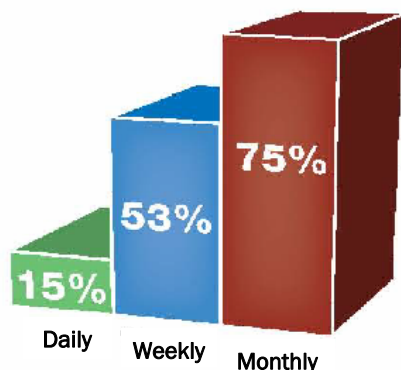
Yellow Pages: An Integral Part of Any Marketing Campaign

Yellow Pages are an enormously valuable business and business is still booming. Print Yellow Pages are on the rise without considering the growth of Internet Yellow Pages. Print Yellow Pages is a \$26 billion worldwide industry, \$14 billion domestically, and the sixth largest medium in ad spending. Kelsey Group has estimated the Yellow Pages revenue growth will be 6.3% per year from 2004 to 2009 and that local commercial searches will increase 26.8% by 2010.

Commercial phone directories have been around for over a century. In theory, directories should have been the first things to go in the digital age because they are so traditional. Most “old fashioned” media are losing advertisers. Satellite radio is taking away from commercial radio, TiVo® has reduced advertising on TV, and even newspapers have gone online. Yet, Yellow Pages are still growing.

You will have to try hard to find a house without at least one phone book. Aside from being a

U.S. Adults Who Refer To The Yellow Pages On Average



common household item, Yellow Pages have another great thing going for them: in a global age, they are intensely local. And the 21st century, although global, is still very much a local economy. Most people still spend most of their money close to home.

For example, if you are in the mood for pizza on a Friday night, you’re probably going to go to the phone book. You can easily look up your favorite place or compare to a competitor quickly and easily. In an emergency, Yellow Page directories are a reliable, lo-tech resource that don’t need a computer or electricity.

Print Yellow Pages usage is still ahead of its higher tech relative, the Internet Yellow Pages. According to the Yellow Pages Association, 53% of all U.S. adults refer to the Print Yellow Pages in an average week, and 6% refer to Internet Yellow Pages. Those

numbers rose to 89% and 20%, respectively, over the course of a year. As said by Kathy Harless, President of Verizon Information Services, “Print yellow pages deliver exactly what consumers are asking for—easy to access, simple to use and get the job done. The more we improve print, the better our other products become—it’s the tide that rises all ships”.

“Out of 131 calls, 119 of them came from my Yellow Pages”
 - CEO of an insulation company

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HAVE YOU PLACED YOUR ONLINE YELLOW PAGES FOR 2007?

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**The Right Heading
The Right Ad
The Right Price**