



# ON TARGET

## WITH DIRECTORY CONCEPTS

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Directory Concepts • 1669 Lexington Ave. Mansfield, OH 44907  
419.756.0252 • 800.454.6977 • 419.756.6525(f)

### Special points of interest:

- R.H. Donnelley  
*Rescoped Directories for IL & IA*
- Internet Yellow Pages  
*(IYP) & Search Engines*

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### Upcoming Topics

Importance of Your Yellow Pages
Improving the Appearance of Your Ads
What Are Companion Books
Top 10 Headings

## Have You Moved Recently?

Has your company recently moved? Has the company phone number changed or has a new phone number been added? Is there a new company location? If you answered 'yes' to any of these questions, this article is directed to you. When these changes occur, your CMR should be on the list of people to notify. Your CMR will make sure your information remains current

with the publishers and in your Yellow Pages advertising. If you happen to use a CLEC (Competitive Local Exchange Carrier) for your phone service, your CMR can notify them as well and provide them with the correct steps to update your business office records. Moving can be stressful enough; don't let your Yellow Pages add to it!

## R.H. Donnelley—Rescope of Chicago Area IL & Quad Cities IL & IA

### Chicago, IL

The Chicago, IL directory markets are entering the second year of publication with R.H. Donnelley (RHD). These books were previously owned and published by SBC, now AT&T. Through research, RHD has found an effective way to 'rescope' these directories to more accurately reflect the patterns of the end-users in these markets. The ultimate goal is to remove all the 'old' directories and replace them with the new and improved directories by February 2007.

In all cases, each deleted directory will have a corresponding replacement directory. However, the transfer of your advertising is **NOT** automatic from the old directories to the new directory. So, if you have advertising in any of the markets listed in the box, make sure that your CMR has moved you to the new corresponding directories, or you may not appear.

### Quad Cities, IL/IA

The three directories in the Quad Cities IL/IA market are entering their first year of consolidation with RHD from DEX Media and AT&T. There will be some directory enhancements showing up in the initial distribution, including expansion to a 4-column directory and the addition of a companion directory.

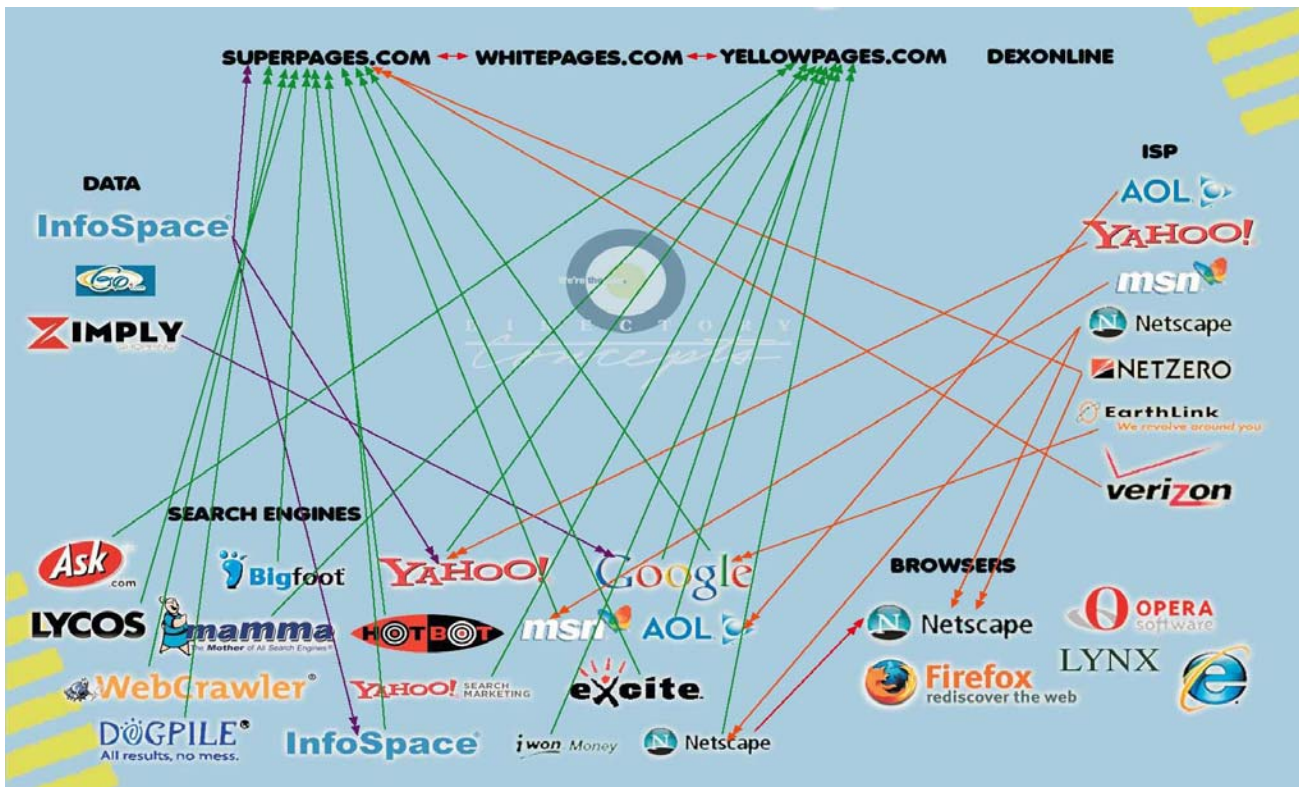
One of these Quad Cities directories will be discontinued and merged with another for a **NEW** 2006 publication with additional coverage of surrounding areas, while the remaining one will be rescoped for Iowa Areas only. It will be necessary to make sure that all advertising from these 3 directories is moved to the corresponding new directory; it will not place automatically.

For details on NEW incentive offers and for more information on these mergers, please contact your representative.

### RESCOPED CHICAGO AREA DIRECTORIES

North Shore	Near West Cook County
McHenry County	Fox Valley-Northern Kane Counties
Northwest Cook County	
Greater Will County	
DuPage County	
Chicago Neighborhood	
South Suburban Cook County	

## How Do Search Engines Help Your Internet Yellow Pages?



Who knew that Internet Service Providers (ISP), Search Engines, and Internet Yellow Pages (IYP) could all work together to increase your visibility? How is that possible? Take a look at the diagram above.

Everyone uses an ISP, be it AOL®, Yahoo!®, MSN®, Verizon, etc. Each ISP either has their own Search Engine or a

“Even if companies do business nationally or globally, they should be listed in local search engines and IYP’s. Every business has a local address...it’s likely people in their own backyard are searching for their service”  
- Local Search Guide, October 17, 2005.

Search Engine that they are affiliated with. For example, AOL®, MSN®, and Yahoo!® all have their own Search Engines. EarthLink™, on the other hand, does not have their own Search Engine so their affiliation with Google helps provide their users with search engine capabilities.

What does this have to do with IYP? Each Search Engine is affiliated with either superpages.com or yellowpages.com. Google™ is the only Search Engine at the moment that has an affiliation with both IYP providers.

Your goal is to get onto the IYP provider that is affiliated with the Search Engine that your target customers use. How do you know which ISP/Search Engine combination your target customers will use? For example, you want to target all customers who use MSN® as an ISP, who has their own Search Engine. According to the diagram above, MSN® is affiliated with superpages.com, where you decide to purchase your IYP listing. What happens when a percentage of those customers choose to use Yahoo!® as a Search Engine instead, because that’s what they prefer over MSN’s search engine? You will miss catching the attention of that percentage of people, because

Yahoo!® is only affiliated with yellowpages.com.

Due to this uncertainty, the best idea would be to purchase an IYP listing in both superpages.com and yellowpages.com. This way, no matter what ISP or Search Engine those potential customers choose, your chances of showing up in their Yellow Page searches have greatly increased.

Whether it’s nationwide coverage or a few local markets, these IYP providers offer effective and affordable ways to get your name out there. Please contact your Account Executive or Verizon representative to format a program to fit your needs and your budget.

## Where Have The Publishers Gone?

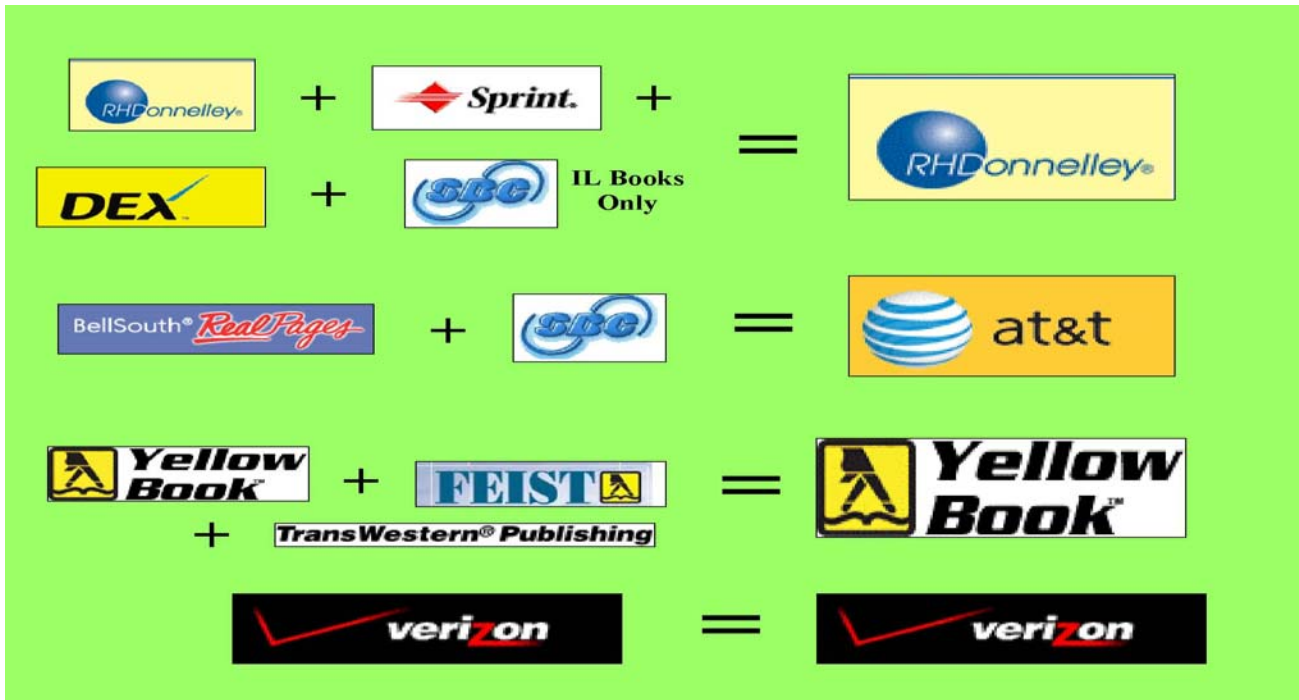
In the beginning, there were 13 'big league' publishers. In the last decade or so, that number has gone from 13 to 4. Where did they all go? Well, they have assumed new identities in the Yellow Pages community through many mergers and acquisitions.

It started with Southwestern Bell,

Pac-Bell, Ameritech, and SNET, all merging to form 1 larger publisher, SBC. Soon after, Yellow Book USA grew through the purchase of Feist Publications and Sprint merged with R.H. Donnelley. But, it didn't stop there.

In the last year, there have been a few major acquisitions in the Yellow

Pages world; i.e., R.H. Donnelley's purchase of DEX Media, and the merger of BellSouth and SBC to form AT&T. What used to be 9 strong publishers two years ago, are now 4 powerful publishers: R.H. Donnelley, AT&T, Yellow Book USA, and Verizon.



## The Importance Of Your Business Profile

Studies show that 80% of users contact the businesses they find on superpages.com and 53% of them make a purchase.\* Do you have an Internet Yellow Page listing with Superpages.com? If your answer is 'yes', Verizon is offering a way for you to provide more detailed information to potential customers, **FREE** of charge.

Each listing that you have comes with a link to a Business Profile (*shown below*). A Business Profile comes with many useful features to help make your

Internet listing more appealing, such as:

- Your company logo
- Click-thru to your company website
- Frequently Requested Information fields (hours of operation).
- Specialty Information fields (languages spoken).
- Certification & Affiliation Fields

The information in the Business Profile

is also searchable. This means that when consumers do a search for criteria or key words matching your profile, they'll be directed to your listing on superpages.com.

For more information on improving your current Business Profile or having a Business Profile created for you, contact your Account Executive @ **800-454-6977**.

Online, IYP consumers spent on average between 5%-17% more than they did on the search engines in the category they searched in.

- AdAge.com Online Edition, April 25, 2005

### Wal-Mart Store

Visit your local Wal-Mart for every day low prices and a large selection of electronics, toys, video games, apparel, furniture, sports, media and more  
359 North Lexington Springmill Road, Mansfield, OH 44906

→ [business profile](#) | [phone](#) | [map](#) | [save](#)

<http://www.walmart.com>

[Coupons & Deals](#)

\* SuperPages Ad Impact Consumer Online Survey, 2003.

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The image shows a network diagram with various logos connected by lines. The logos include: SUPERPAGES.COM, WHITEPAGES.COM, YELLOWPAGES.COM, DEXONLINE, DATA, InfoSp, IMPLY, Ask.com, LYCOS, WebCrawler, DÖGPİLE, InfoSpace, iwon Money, Netscape, Yahoo!, exite, Firefox, LYNX, Opera, Netscape, NETZERO, EarthLink, Verizon, and ISP. Overlaid on this diagram is the text "VALUABLE IYP" and "INFO INSIDE" in large, bold, red letters with a black outline.

How would you like to receive your next newsletter? Please contact Kerrie to have your method updated.

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