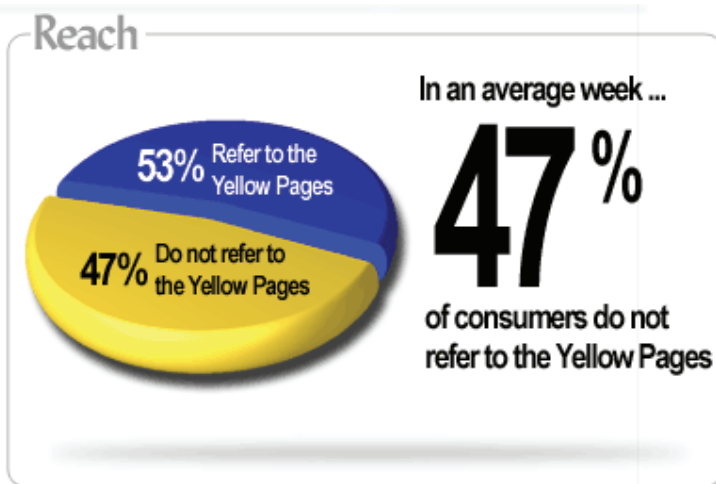




media comparisons

Yellow Pages



Yellow Pages Association (YPA), 2005



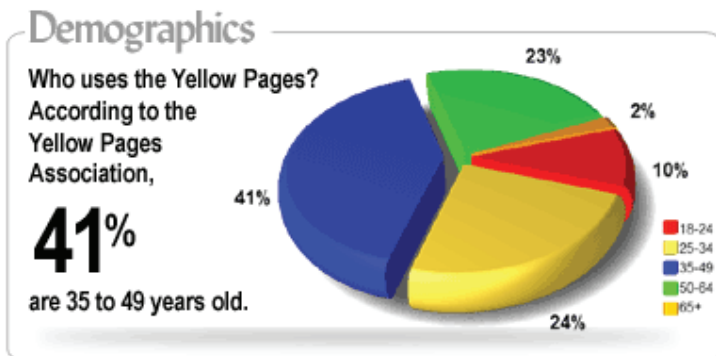
YPA, 2005



YPA, 2005



YPA, 2005



YPA, 2005

QUICK FACTS

46% of Yellow Pages references are made by people who are actively shopping, but have not already chosen a particular business. (*Yellow Pages Association, 2005*)

Half of Yellow Page users who have only one business/brand in mind when consulting the Yellow Pages wind up looking at other ads. (*Yellow Pages Association, 2005*)

Women account for 54% of Yellow Page users. (*Yellow Pages Association, 2006*)

The 35-49-year-old age group references the Yellow Pages most frequently, followed by 25-34-year-olds. (*Yellow Pages Association, 2006*)

The Yellow Pages category looked up most often is Restaurants, with Physicians/Surgeons second, and Automobile Parts/Supplies third. (*Yellow Pages Association, 2005*)

ADVANTAGES

EMERGENCY REFERENCE: Consumers often rely on the Yellow Pages during emergency situations.

TARGETS CONSUMERS: Ads primarily target consumers already interested in purchasing a product or service.

TRADITIONAL ACCEPTANCE: Having a listing in the Yellow Pages has historically been a “must” for retailers.

DISADVANTAGES

MINIMAL CONSUMER AWARENESS: Since the Yellow Pages typically are consulted after the decision to buy has been made, top-of-mind awareness must be



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built in other ways. As products continue to proliferate and the retail business becomes saturated, you must create demand for your products before the buying decision has been made.

TOO MANY BOOKS: In many communities, there are several different directories all competing for listings. Who reads them all?

ENCROACHING COMPETITION FROM THE INTERNET: Yellow Pages-like services on the Web are appearing more often. They can offer a more logical organization of data, and the capability to update information more often.

PLUS RADIO

LIMITED EXPOSURE: The combination of Radio and Yellow Pages can work more effectively to reach, motivate and inform your customers. Radio can create demand and influence shoppers before they decide to buy, and the Yellow Pages can reinforce where they should buy once they have made the decision.

TOP-OF-MIND AWARENESS: While your competition is content with advertising only in the Yellow Pages, you can increase your top-of-mind awareness through Radio – and greatly increase your market share. Radio can help you communicate the unique selling proposition of your business and help draw attention to your Yellow Pages ad instead of those of your competitors.

FLEXIBLE: Radio's great flexibility lets you make copy revisions at your discretion to accommodate changes in your business. You're not stuck with the same ad for more than a year, you increase your creative options, and you can generate maximum impact when you combine Yellow Pages with Radio.

Source: Radio Advertising Bureau www.rab.com