

INDUSTRY GUIDE

Your premier reference guide to vendors serving the Yellow Pages industry.




Industry Guide Benefits

- The best way for you to communicate your company's products and services to the Yellow Pages Industry
- The most up-to-date source of information on vendors serving the industry
- Sent to customers who contact YPA seeking recommendations on Yellow Pages Vendors
- Well-recognized - YPA has published the Industry Guide for nearly a decade
- Categorized by products and services including company description, personnel and contact information
- The association's Web site makes it easy and convenient for the Guide to be accessed online by industry professionals

FREE LISTING FOR ASSOCIATE MEMBERS!

Name, address, and telephone under one heading of your choice!

CATEGORY LISTINGS

 Ad Tracking

**StandardCall, A Division of
Who's Calling**
2301 West Plano Pkwy., Suite 201
Plano, TX 75075
T: (866) 978

ASSOCIATION MEMBER

Contact Information

For more information or to place an ad,
please contact:

Terri Stabnick
820 Kirts Blvd., Suite 100
Troy, MI 48084
Phone: (248) 244-0743
Fax: (248) 244-0700
e-mail: Terri.Stabnick@ypassociation.org

To obtain membership
information, contact:

Cindi Aldrich
(248) 244-0741

Yellow Pages Association

Two Connell Drive, First Floor
Berkeley Heights, NJ 07922-2747
Phone: (908) 286-2380
Fax: (908) 286-0620

Visit us on the Web at
www.ypassociation.org

820 Kirts Blvd., Suite 100
Troy, MI 48084-4836
Phone: (248) 244-6200
Fax: (248) 244-0700

INDUSTRY GUIDE

Your premier reference guide to vendors serving the Yellow Pages industry.



Category Listings

NOTE: If the heading that best describes your product/service is not listed, please indicate the desired heading on the order form.

A	E	K	R
Accounts Receivable	E-Commerce	Keying Services	Rates & Data
Ad Make-Up Design	Electronic Advertising Production	L	Research
Ad Sales	Electronic Directory Publishing	Legal Services	S
Ad Tracking	Electronic Media	Listings	Sales Leads
Advertiser	ELITE™ System	M	Sales Support Materials
Advertising Agencies	Enhanced Directory Assistance	Management Training	Sales Systems
Associations	Executive Search	Mapping Services	Sales Training
Audits of Circulation	Events & Staging	Marketing the Medium®	Software Supplier
B	G	N	Spanish Yellow Pages
Binding	Graphics	NYPS Processing & Marketing	Stock Photography
C	I	O	Strategic Marketing
Call Measurement Services	Indexing	Online Directories	T
Certified Marketing Representatives	Information Systems & Services	Online Products & Services	Tear Page Services
Collections	Interactive Speech Solutions	Order Transmission Systems	Telemarketing
Competitive Analysis	Interactive Yellow Pages	P	Telephone Directory Enhancement Provider
Computer Software	Internet Services	Pagination	U
Consulting Services	Internet Yellow Pages	Paper	Usage Studies
Content Management	IRIS™	Printing	V
Co-Op Advertising	IT Services & Outsourcing	Promotional Advertising Products	Video Production
Co-Op Training		Publications/Subscriptions	Video Inclusion Services & Software
Customer Record Management		Publishers	W
D		Publishing Systems	Web-Based Applications
Data Entry			Wireless Yellow Pages
Data Processing			
Database Management			
Delivery & Distribution Supplies			
Demographics			
Desktop Publishing			
Directory Sales			
Directory Systems Technology			

INDUSTRY GUIDE

Your premier reference guide to vendors serving the Yellow Pages industry.



Category Listing Rates

	Member	Non-Member
Standard listing The Standard Listing consists of Company Name Address Telephone Number Fax E-mail URL and 2 company Contact Names limited to 75 words of company description and/or additional staff. The 76th word moves the advertiser into the enhanced listing - no exceptions.	\$500.00	\$1,000.00
Enhanced Listing The Enhanced Listing consists of Company Name, Address, Telephone Number, E-mail, Fax, URL and 2 company contact names equaling 200 words of company description and/or additional staff. Free, Standard and Enhanced listings can be expanded to include logos, extra lines, etc.	\$850.00	\$1,700.00
Company Logo - Black & White (Must be in EPS format)	\$150.00	\$300.00
Company Logo - Color (Must be in EPS format)	\$200.00	\$400.00
Company Name - Listing Only	\$300.00	\$600.00
Company Name - Cross Reference Company Name, Telephone Number and Cross Reference Information	\$150.00	\$300.00
To Add an Additional Line (e.g. Internet Address):	\$40.00	\$80.00

Special Offer

Advertisers who purchase \$10,000 of advertising in the Industry Guide will receive a Free Half Page of Advertorial Space.

FREE Listing for Associate Members

Each Associate Member receives one free listing consisting of Company Name, Address and Telephone under ONE Category of your choice.

INDUSTRY GUIDE

Your premier reference guide to vendors serving the Yellow Pages industry.



Advertising Rates

Presenting Main Menu - TOP BANNER

Member: \$2,000.00
Non-Member: \$4,000.00

Specifications:
Dimensions: 468W x 60H (Pixels)
Resolution: 72 dpi
Format: JPG, GIF (Animated)
Frames if Animated: 3 Maximum

Index & Category Screens - TOP BANNER

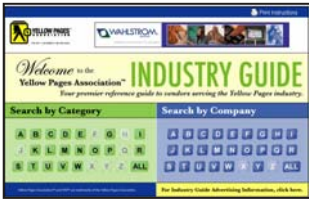
Member: \$1,500.00
Non-Member: \$3,000.00

Specifications:
Dimensions: 468W x 60H (Pixels)
Resolution: 72 dpi
Format: JPG, GIF (Animated)
Frames if Animated: 3 Maximum

Index & Category Screens - FULL SCREEN

Member: \$3,150.00
Non-Member: \$6,300.00

Specifications:
Dimensions: 720W x 360H (Pixels)
Resolution: 72 dpi
Format: JPG, GIF (Animated)
Frames if Animated: 3 Maximum



Index & Category Screens - 1/2 SCREEN

Member: \$1,000.00
Non-Member: \$2,000.00

Specifications:
Dimensions: 360W x 360H (Pixels)
Resolution: 72 dpi
Format: JPG, GIF
No Animation

Index & Category Screens - 1/3 SCREEN

Member: \$1,000.00
Non-Member: \$2,000.00

Specifications:
Dimensions: 226W x 360H (Pixels)
Resolution: 72 dpi
Format: JPG, GIF (Animated)
Frames if Animated: 3 Maximum

Index & Category Screens - SIDE BANNER

Member: \$1,500.00
Non-Member: \$3,000.00

Specifications:
Dimensions: 180W x 150H (Pixels)
Resolution: 72 dpi
Format: JPG, GIF (Animated)
Frames if Animated: 3 Maximum



Hyperlink

Member: add \$500.00
Non-Member: add \$1000.00

Specifications:
Please provide the Web site URL that is the target for the link. When the cursor is placed over the link, it will change to a finger. Advertiser may put a "Click Here" box for more direction.



INDUSTRY GUIDE

Your premier reference guide to vendors serving the Yellow Pages industry.



Order Form

I would like to purchase advertising in the Industry Guide for 12 months as follows:

If YPA has any questions on this order, please contact:

Name: _____ Phone: _____

Company Name: _____ E-mail: _____

Size(s) of Ad(s):

Standard Listing

\$500.00 (M) \$1,000.00 (NM)

Enhanced Listing

\$850.00 (M) \$1,700.00 (NM)

Company Logo - B/W

\$150.00 (M) \$300.00 (NM)

Company Logo - Color

\$200.00 (M) \$400.00 (NM)

Company Name Listing Only

\$300.00 (M) \$600.00 (NM)

Company Name-Cross Reference

\$150.00 (M) \$300.00 (NM)

Options: Additional Line \$40.00 (M) \$80.00 (NM)

Presenting Main Menu- Top Banner

\$2,000.00 (M) \$4,000.00 (NM)

Index & Category Screens Top Banner

\$1,500.00 (M) \$3,000.00 (NM)

Index & Category Screens- Full Screen

\$3,150.00 (M) \$6,300.00 (NM)

Index & Category Screens 1/2 Screen

\$1,000.00 (M) \$2,000.00 (NM)

Index & Category Screens 1/3 Screen

\$1,000.00 (M) \$2,000.00 (NM)

Index & Category Screens Side Banner

\$1,500.00 (M) \$3,000.00 (NM)

Hyperlink

\$500.00 (M) \$1,000.00 (NM)

(M) Member (NM) Non-Member

REPEAT LISTING

Check here to repeat your listing as it appeared in the last edition. Sign above and return order form. Listing will not be repeated unless form is returned. Current charges apply.

Send all Advertising Materials to:

Terri Stabnick

820 Kirts Blvd., Suite 100 Troy, MI 48084

Phone: (248) 244-0743 Fax: (248) 244-0700

e-mail: Terri.Stabnick@ypassociation.org

INDUSTRY GUIDE

Your premier reference guide to vendors serving the Yellow Pages industry.



Order Form (Continued)

Complete for Listing Information

Main Category: _____

Advertising information should appear as follows:

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax Number: _____

Web Address: _____ E-Mail Address: _____

Key Personnel: _____ Key Personnel: _____

Name: _____ Name: _____

Title: _____ Title: _____

Fax: _____ Fax: _____

E-mail: _____ E-mail: _____

Description of Company, Product or Services: _____

(Please provide an attachment if necessary)

Additional Categories: _____

Complete for Cross Reference Categories: (Please provide an attachment if necessary)

See _____ for more information - Plus additional line charge for Web addresses or fax no.

See _____ for more information - Plus additional line charge for Web addresses or fax no.

See _____ for more information - Plus additional line charge for Web addresses or fax no.

This will confirm placement of the above advertising.

Signature Required

Signed _____ Date _____

Print Name in Full: _____

Notice: All copy subject to approval. Advertisers and advertising agencies assume responsibility for all content of advertisements printed (including text and illustrations) and also assume responsibility for any claims arising thereof made against the Publisher. The advertiser and the advertising agency are jointly and separately liable for payment. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time.

Payment Information Please send me an invoice Check Enclosed

Payment Amount: Credit card: American Express Mastercard Visa Diner's Club

Card # _____ Exp. Date: ____ / ____ Please Print Name in Full As It Appears on Card: _____