

INDUSTRY GUIDE

LOCALSEARCH
ASSOCIATION™

Your premier reference guide to vendors serving the Local Search industry.

Industry Guide Benefits

- The best way for you to communicate your company's products and services to the Local Search Industry
- The most up-to-date source of information on vendors serving the industry
- Sent to customers who are seeking recommendations on Local Search Vendors
- Well-recognized - the Association has published the Industry Guide for over 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

A AUDIOTEX

StandardCall, Inc.
1701 Legacy Drive, Suite 2800
Frisco, TX 75034
T: (214) 618-4507

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@localsearchassociation.org

To obtain membership information, contact:
Cindi Aldrich
(248) 244-0741

Local Search Association

Connell Corporate Park, 400 Connell Dr., Ste 1100
Berkeley Heights, NJ 07922-2747
Phone: (908) 286-2380
Fax: (908) 286-0620

Visit us on the Web at
www.localsearchassociation.org

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

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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	G	P	W
Accounts Receivable	Graphics	Pagination	Web-Based Applications
Ad Make-Up Design		Paper	
Ad Sales	I	Partner Programs	
Ad Tracking		Printing	
Advertiser	IRIS™	Promotional Advertising Products	
(Advertiser Agency)	Information Systems & Services	Publications / Subscriptions	
Certified Marketing Representative	Internet Services	Publishers	
Associations	Internet Yellow Pages	Publishing System	
Audits of Circulation	IT Services & Outsourcing		
	IYP Web 2.0		
		R	
C	K	Rates & Data	
Call Measurement Services	Keying Services	Research	
Certified Marketing Representatives			
(Advertising Agency)	L	S	
Collections	Legal Services	Sales Leads	
Competitive Analysis	Listings	Sales Support Materials	
Computer Software	Local Search	Sales Systems	
Computer-Based Sales Training		Sales Training	
Consulting Services	M	Software Supplier	
Content Management	Management Training	Spanish Yellow Pages	
CO-OP Advertising	Mapping Services	Stock Photography	
CO-OP Training	Mobile Advertising	Strategic Marketing	
Customer Record Management	Mobile Search		
		T	
D	N	Tear Page Service	
Data Entry	NYPS Processing & Marketing	Telephone Directory Enhancement Provider	
Delivery & Distribution - Supplies			
Demographics	O	U	
Directory Systems Technology	Online Products & Services	Usage Studies	
	Online Transmission Systems		
E	Outsourced Customer Support	V	
E-Commerce		Video Inclusion Services & Software	
Electronic Directory Publishing		Video Production	
Electronic Media			
ELITE™ Transmission System			
Executive Search			

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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	\$1000.00
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.

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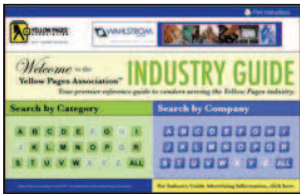
Your premier reference guide to vendors serving the Local Search industry.

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.



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Order Form

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

If Local Search Association 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

If you plan to place this space through an advertising agency, please enter name, address and telephone number below:

Name of Agency: _____

Address: _____

Tel: _____ Fax: _____

Contact: _____

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@localsearchassociation.org

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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: _____