

## Yellow Page Advertising Options

The term Yellow Pages refers to a telephone directory for businesses, categorized according to the product or service provided. As the name suggests, such directories are usually printed on yellow paper, as opposed to white pages for non-commercial listings. With the advent of the Internet, the traditional term "Yellow Pages" is now also applied to online directories of businesses.

Echo Pages offers many different options for Yellow page advertising. We do not actually print on yellow paper as cited above, but print on white paper. This allows us to provide a white knock out on every display ad we provide. Below is a list of the advertising options Echo Pages offers.

### Display Ads

Display Ads have a variety of sizes that range from a quarter column to two full pages. These ads can be purchased in Black & White or Color. This type of advertising receives higher positioning than listings and is placed in order based on size and seniority. Available enhancements include color, logos, photographs, graphics and borders. Online enhancements include email links, mapping and website links.

### Incolumn Ads

Incolumn Ads are displayed within the column and have a defined format. Their size varies in height from a quarter inch (2HS) to four inches (8HS). Additional enhancements include anchors, color, logos and photographs. Color is limited to a choice of either blue, green, or red. All incolumn ads have a yellow background and are limited to the variations of Helvetica for text. Online enhancements include email links, mapping and website links.

### Listings

There are multiple choices available for Yellow Page Listings. All listings have a defined format and are display within the column. A break down of our available listing is listed below

- CRL &ndash; Classified Regular Listing
- CBL &ndash; Classified Bold Listing
- ABL/RABL &ndash; Anchor Bold/Reference Anchor Bold Listing

Extra lines can be added to these listings for additional locations or for website listings. Blue and Red maybe added as an enhancement feature.

### Coupons

Coupons have their own section marked with a magenta tab. Display ads will indicate that there is a coupon associated with this advertisement.