

White Page Advertising Options

A white pages is a telephone directory listing of subscriber names, addresses, and telephone numbers. The term "white pages" is commonly associated with the residential subscriber listings in the standard directories.

The structure of Echo Pages White Pages combines both residential and commercial listings. All listings are sorted alphabetically. Business listings are distinguished by bold listings. Echo Pages offers four basic types of White Page Advertising. These types are listed below.

SWBLL

SWBLL's are the best way to be found in the White Pages. It features a yellow background and space for your logo. Your business will be found quickly when scanning the page. Extra lines can be added to these listings for additional locations or for website listings.

SWBL

SWBL's have the same formatting as SWBLL's with the exception of the logo. Extra lines can be added to these listings for additional locations or for website listings.

WRBL

This is a basic business listing in the White Pages. It may be upgraded to a WBL for an additional fee. The Bold version prints the name and phone number at a larger size.

WRCY-Repeating Corner Ad

This type of ad is found repeating in the upper outside corner of the White Pages every 9 pages. There are only nine spots available in every directory. A WRCY is basically a two color ad (Black and Yellow) that may contain logos, various fonts, and photos.