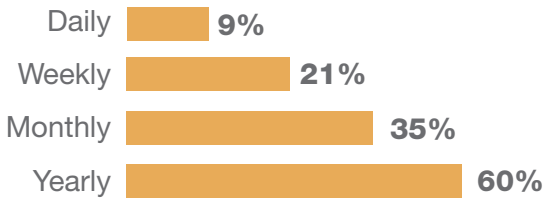
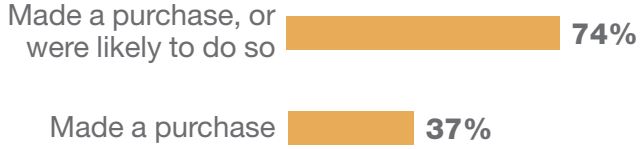
Strong Value & More Buyers.
The Yellow Pages Continues to Deliver.

A solid advertising program includes the Yellow Pages. No other media delivers the coverage and purchase-ready audience at such a reasonable price. In fact, U.S. consumers referenced the Yellow Pages **5.5 billion times** last year when they were looking for a local business.[1]

Adults use the Yellow Pages on average:[1]



61% of consumers contact an advertiser after referencing the Yellow Pages. Of those:[1]



The Yellow Pages influences more consumers than any other medium.

- **30%** of consumers say print and Internet Yellow Pages and White Pages are the sources they use most often.[1]
- **55%** of consumers have a decision to make when referring to the Yellow Pages.[1]
- **48%** of those making a purchase **spend over $50**.[1]
- Of those who reference an ad in the Yellow Pages and make a purchase, **36% are new customers** to that business.[1]

Yellow Pages display advertising offers an average **$15 to $1 return** on investment for local advertisers.[2]

To learn more about our products **visit www.supermedia.com**.

Research shows that Yellow Pages usage increases with age and users have a higher dispensable income.

Yellow Pages User Demographics:[1]

Consumer Characteristics	Yellow Page Index
Age: 25-34	71
Age: 35-44	94
Age: 45-54	125
Age: 55-64	118
Education: Some College	102
Education: College Graduate+	105
Income: $60K - <$100K	104
Income: $100K+	81

An index of 100 respondents represents the average for the population. For examples, based on the table above, Yellow Pages users are 3% more likely to have an annual household income of $60,000 or more.

1. 2012 LSA Local Media Tracking Study, National Results, May 2013.
2. Yellow Page Ad Performance, CRM Associates, June 2013. Individual results may vary based on factors that include, but are not limited to, ad characteristics, market conditions, and business operations.

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