“Our job is to bring your business more business.”

Ken Brock
Founder, President & CEO
Names and Numbers • Since 1974
Only a great yellow pages product like \textit{Names and Numbers} can offer an advertiser’s sales message that much exposure and availability to potential customers. The best time to sell is when a customer is ready to buy. Whatever hour of whatever day, an advertiser’s sales message is ready to go to work in a Names and Numbers product. No other media can make that promise.

\textbf{THAT’S REAL VALUE!}

\textbf{YOUR BEST SALES MESSAGE IS READILY AVAILABLE IN NAMES AND NUMBERS:}

\begin{itemize}
  \item \textbf{24 HOURS A DAY}
  \item \textbf{7 DAYS A WEEK}
  \item \textbf{365 DAYS PER YEAR}
\end{itemize}

\textbf{NO ONE ELSE CAN SAY THAT}

\begin{itemize}
  \item \textbf{24 HOURS A DAY}
  \item \textbf{7 DAYS A WEEK}
  \item \textbf{365 DAYS PER YEAR}
\end{itemize}
100% of HOUSEHOLDS & BUSINESSES receive NAMES AND NUMBERS.

In contrast with newspapers, television and radio where only a small percent of the community receive the product on a given day, Names and Numbers is distributed free of charge to the whole community.

Your sales message is in every home and every business every day all year long.
Put a call tracking Telephone Test on your Names and Numbers yellow pages program and prove to yourself just how great this product is.

**HERE’S HOW IT WORKS:**

1. Place a good advertising program with your best sales message in Names and Numbers.
2. Let us assign a unique unlisted phone number to your advertising program. It will call forward to your regular business line.
3. Telephone company computers will record every call coming through our test number and give you a report indicating:
   - Who called.
   - How long they talked.
   - How many calls (sales) did you receive from your Names and Numbers advertising program.

**PROVEN AND TRACKABLE RESULTS**

**NAMES AND NUMBERS!**
Our old friend, the yellow pages, in combination with our internet & mobile products, may be the newest, most refreshing, most cost effective, most powerful advertising opportunity ever.

YOUR LOCAL NAMES AND NUMBERS PHONE BOOK is...

MORE RELIABLE
MORE COMPLETE
MORE ACCURATE
EASIER TO USE
EASIER TO READ
YOUR BEST RETURN ON INVESTMENT
PROVEN TRACKABLE

NAMES AND NUMBERS is a GREAT VALUE for YOUR BUSINESS.

89% of ADULTS USE YELLOW PAGES

Even more astounding is the additional fact that 86% of yellow page users intend to make a purchase. And, 54% of yellow page users will be new customers.

THAT’S A BIG DEAL

Sources: 2008 Yellow Pages Association Industry Usage Study by Knowledge Networks/Statistical Research, Inc. Driving Growth Through Better Use of Sales and Marketing by CRM Associates
EASY TO USE
BIG PRINT
MAPS
SPORTS SCHEDULES
CROSS REFERENCE (CALLER ID)
COLOR-CODED FOR QUICK REFERENCE
SCHOOL SCHEDULES
LOCAL INFORMATION

Oops, almost forgot:
• NAMES, ADDRESSES
  AND PHONE NUMBERS
“It’s my favorite phone book.”

We hear that a lot. It’s so much easier to use. There are a lot of good reasons to like a Names and Numbers phone book. And, the more people like it, the more it’s used to find products and services like you sell.
Our job is sell your product or service.

Do you want us to whisper or SHOUT?
In a study by S.P. Feldman & Associates, they carefully evaluated yellow pages advertising and found that it clearly demonstrates that big ads provide big results. Large competitive display ads always create a lot more phone calls than smaller ads in the same classification.

YOU CAN AFFORD TO GO BIG in NAMES AND NUMBERS

and here is an interesting fact: Advertisers who “Go Big” one time renew their programs year after year.

GIVE IT A TRY TODAY
You will be impressed with the five-star results.

A BIG AD GETS MORE RESPONSE THAN A LITTLE AD:

13 TIMES MORE RESPONSES
than a regular listing

193 TIMES MORE RESPONSES
than a regular listing

65 TIMES MORE RESPONSES
than a regular listing

A double-half column ad of this size produced

A quarter column ad of this size produced

Regular Listing (RL)
AYP Advertiser
12345 Any Street...123-4567

Source: S.P. Feldman & Associates
In a time when a 10% return on investment is hard to find, Names and Numbers yellow pages products still offer a return, on average, of 14% for every 1 invested in a good advertising package.

Finally, advertising results can be clearly and specifically demonstrated.

NO MORE GUESSWORK!

COUNT ON NAMES AND NUMBERS TO DELIVER REAL VALUE and REAL SALES FOR YOUR BUSINESS

Source: The Burke 2009 Local Media Tracking Study
"We really do feel our Names and Numbers advertising is very effective"

Stephanie Brown
Straights Lawn & Garden

"Names and Numbers is one of the more affordable ways for us to market our company"

Larry Cinkscales
Johnson Plumbing

"We like the affordability & the effectiveness of (Names and Numbers)"

Brian Suggs
Rogers Blind Company
SHOULDN’T YOUR SALES MESSAGE BE WHERE YOUR CUSTOMERS ARE LOOKING?

MOST PEOPLE PREFER the NAMES AND NUMBERS PHONE BOOK

FIND IT YOUR WAY

IN PRINT

ONLINE

MOBILE and APPS
2009
FIRST PLACE
Excellence in
Ad Design & Art - Print
Names & Numbers

This Gold Book Award is presented by the Association of Directory Publishers to the directory publisher that has attained the highest degree of excellence and achievement in the above category.
Names and Numbers is an award winning product.

The Association of Directory Publishers has voted for Names and Numbers in competition with 140 other publishers of phone books.

it is
THE BEST
of
THE BEST!
Since 1974
GOT A PRODUCT OR SERVICE TO SELL?

NAMES AND NUMBERS WILL MAKE YOUR PHONE RING WITH SPECIFIC BUYERS LOOKING FOR SOMEONE LIKE YOU.

and guess what:

KA-CHING!

Next thing you know, more money is coming into your cash register directly from your Names and Numbers investment.
The quick answer is as much or as little as your budget permits. The best way to judge cost and cost-effectiveness is to annualize the total cost of an effective Names and Numbers package compared to the annual cost of other media. What do you spend in a year’s time on newspaper or television or radio or billboards?

Names and Numbers is likely to be a small number on your annual ad budget in comparison to other media investments. And, most of our customers report a return on investment of about $1400 for every $100 invested in a Names and Numbers Product.

Let us custom build an advertising program just for you and provide you a specific quote.

800.592.7625
www.namesandnumbers.com
BUILD and EXPAND YOUR BUSINESS THIS YEAR

Place an effective advertising program in...

YOUR FIVE-STAR PHONE BOOK

A HIGH QUALITY, WELL USED & SUCCESSFUL BUSINESS BUILDER...

and an AMERICAN value story.
CALL TODAY
a real person is waiting to hear from you

620.231.4000          800.592.7625