



The Power of Yellow™

TV, Radio & Video Order Form



Fully Customized Broadcast Commercials

Steve Sitton - "Local Usage"

:30 TV

- › 76% of people in the U.S. use local yellow pages!

:30 RADIO

- › When searching for local businesses, \$6 out of every \$10 are spent with the businesses found as a result of searching in the phone book!

Dr. Dennis Fromholzer - "Advertiser Value"

:30 TV

- › 85% of people who use yellow pages make a purchase!

:30 RADIO

- › One call from a yellow page ad is worth 25 times more to an advertiser than a click on a search result!

Paul Gordon - "Eco-Friendly"

:30 TV

- › Trees are harvested to make lumber. Directory paper is made from scraps & other recycled materials!

:30 RADIO

- › Directories are 100% recyclable & delivered only once each year!

Dave Goddard - "Usage / Advertiser Value"

:30 TV

- › People with the most money to spend use yellow pages the most!

:30 RADIO

- › 7.4 billion references to print yellow pages!

- › Calls to advertisers are up 18%!

The Power of Yellow™ Video Presentation

Video - for use in sales presentations, on your website, and at community events

3:40 VIDEO

- › All four experts in one presentation!
- › Use in sales presentations, post on your website, email link to customers & potential advertisers, and play at community events!
- › Fully customized with your book cover, logo & announcer!



Pricing:

TV: \$375 for first spot; each additional spot \$150

RADIO: \$250 for first spot; each additional spot \$125

VIDEO: \$475 with any TV purchase; \$675 without TV purchase

INCLUDES: Full customization with book cover, logo & announcer; One downloadable file of each item ordered (video in MP4 format; audio in MP3 format).



COMPANY: _____ TOTAL ORDER: \$ _____

STREET ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

NAME (Printed): _____ DATE: _____

SIGNATURE: _____