



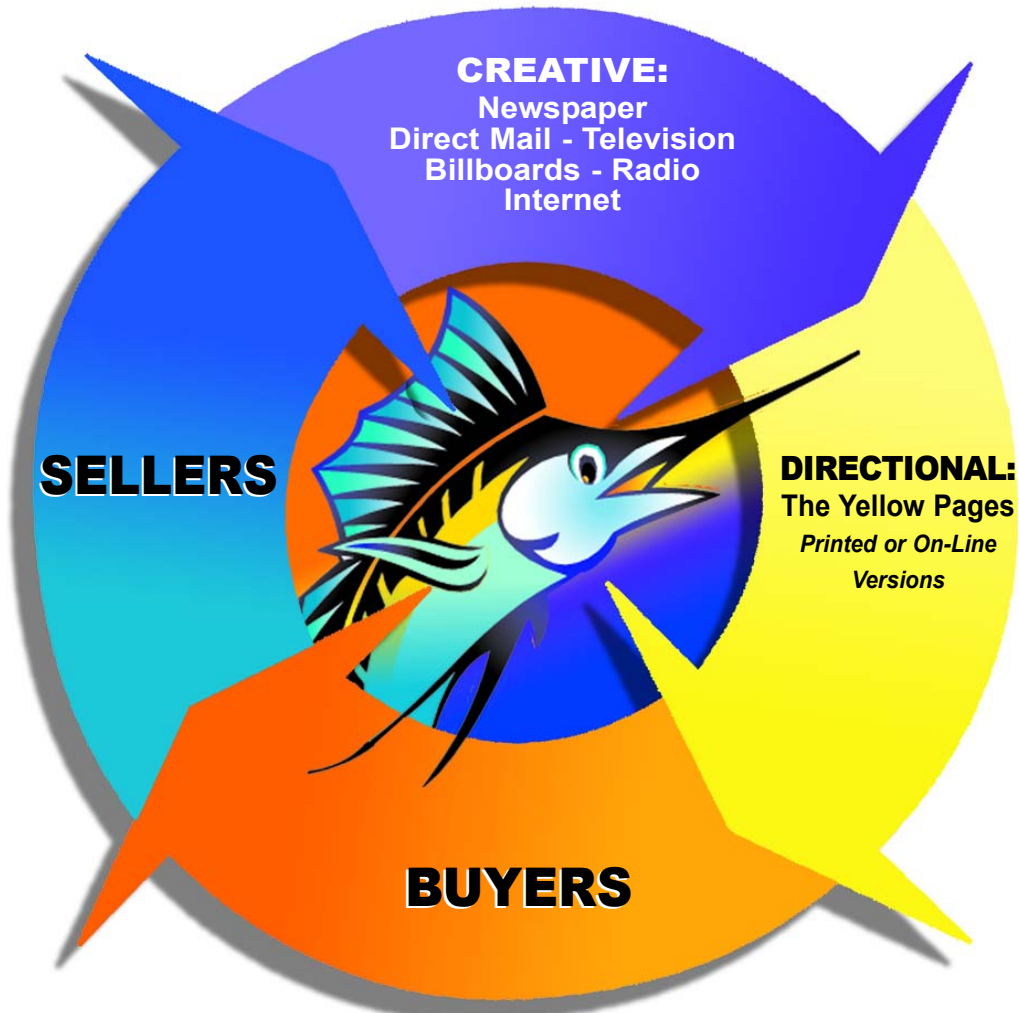
Treasure Coast Directories



There are two types of advertising . . .

CREATIVE ADVERTISING

Sellers Looking for Buyers



- **Creates awareness of your business**
- **In effect, it is a business looking for a customer**
- **Unfortunately, memories are short**
 - 1 day later - 25% have forgotten*
 - 4 days later - 85% have forgotten*
 - 7 days later - 97% have forgotten*



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DIRECTIONAL ADVERTISING **Buyers Looking for Sellers**



- Where Customers Look When They're Ready to Buy
- 365 Days a Year - 7 Days a Week - 24 Hours a Day
- 89% of Adults Use the Yellow Pages
88% Buy or Intend to Buy

- Studies Show That Yellow Pages Improve the Effectiveness of Other Advertising by 21% to 23% Depending on the Medium
- 23% of Yellow Pages References are Business to Business