

9 Reasons Why You Need a Strong Yellow Pages Program

ANALYSIS BASED ON DATA FROM SRI, NFO COMMUNICATIONS AND SIMMONS.

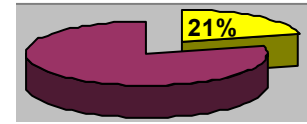
Motels



one Relevant-Yellow Pages are Used!

21% of active shoppers for motels go to the heading for help.

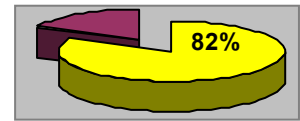
(NFO AD:Impact)



two Ready-to-Buy

Heading users are ready-to-buy...82% of heading users make a purchase. No other medium can boast this high of a follow-through.

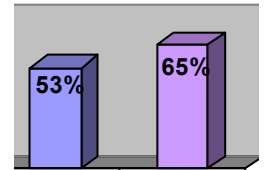
(Statistical Research, Inc.)



three Decision-Impacting

53% of users make a decision based on information in the heading. 65% of users view multiple ads when they consult the heading.

(Statistical Research, Inc.)



four Brings in Great Customers

The heading is used—**57 million** references per year. Users tend to be business users or older individuals:

- 39% of usage is for business purposes
- 67% of users have lived at their current location over 5 years
- 51% of users are over age of 50

Heading users stayed in motels **29% more** nights than the average traveler.

(Statistical Research, Inc./Simmons)

five Recent

Yellow Pages are your last chance to affect a customer's decision. The last advertising impression has the greatest impact on consumer decisions.

Motels

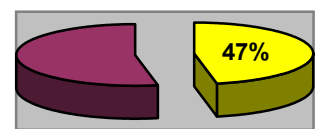


9 Reasons Why You Need a Strong Yellow Pages Program

six Good for Your Business

Yellow Pages bring in new customers—**47%** of purchases are from new customers. Yellow Pages bring revenues to your business—the average motel display ad delivers **\$135,000** in sales revenues from heading users.

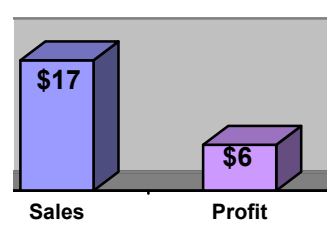
(Statistical Research, Inc./CRM Associates)



seven Great for Your Bottom Line

Yellow Pages are your best investment for growing profits! The typical motel display ad generates **\$17** of sales revenue and **\$6** of profit for every **\$1** spent on Yellow Pages.

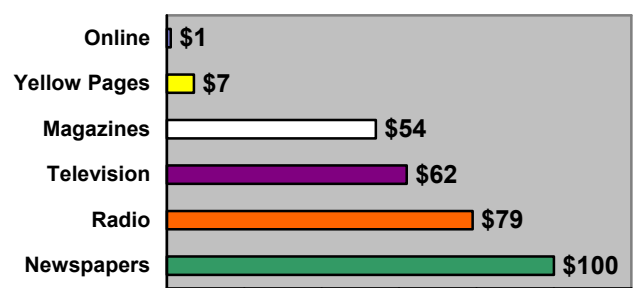
(CRM Associates)



eight Competitive

You pay less per customer for Yellow Pages than you pay for most other advertising media. *(CRM, Associates)*

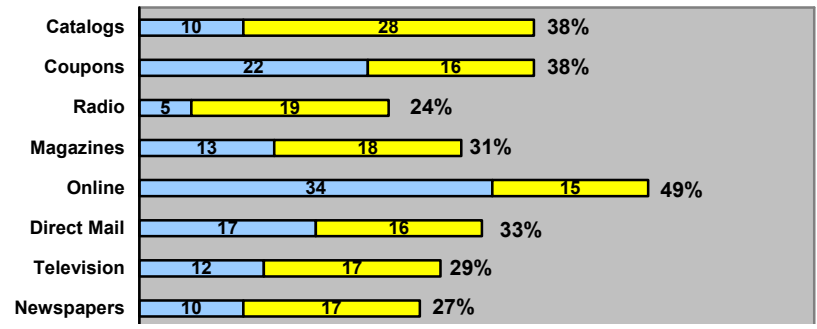
Cost Per Customer Influenced:



nine Works Well with Other Media

Expands the reach of key media to active shoppers. Build brand and stimulate demand through other media—catch the consumer at purchase time through the Yellow Pages! Reach customers not reached through other media. *(NFO AD:impact)*

Chart shows how additional customers can be reached by adding Yellow Pages to your media mix



■ % of individuals who use the medium ■ Extended reach by adding Yellow pages