

# 8 Reasons Why You Need a Strong Yellow Pages Program



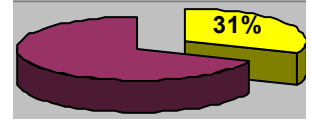
ANALYSIS BASED ON DATA FROM SRI, NFO COMMUNICATIONS AND SIMMONS

## Nursing Homes

### one Relevant-Yellow Pages are Used!

31% of active shoppers for nursing homes go to the heading for help.

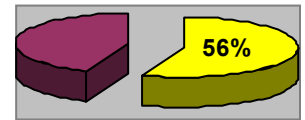
*(NFO AD:Impact)*



### two Ready-to-Buy

Heading users are ready-to-buy...56% of heading users conduct a transaction. No other medium can boast this high of a follow-through.

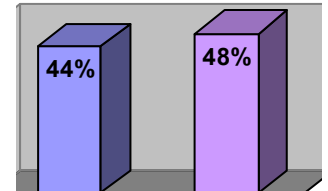
*(Statistical Research, Inc.)*



### three Decision-Impacting

44% of users make a decision based on information in the heading. 48% of users view multiple ads when they consult the heading.

*(Statistical Research, Inc.)*



### four Brings in Great Customers

The heading is used—35 million references per year. Almost one third of usage is for business purposes:

- 29% of usage is for business purposes
- 54% of users are over age 50
- 58% of users have incomes under \$25,000

*(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.

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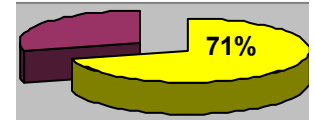


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### six | Good for Your Business

Yellow Pages bring in new customers—**71%** of purchases are from new customers. Yellow Pages bring revenues to your business—the average nursing home display ad delivers almost **\$700,000** in sales revenues from heading users.

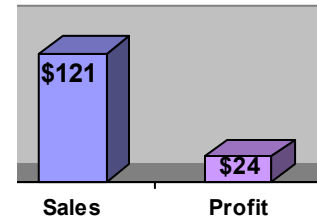
*(Statistical Research, Inc./CRM Associates)*



### seven | Great for Your Bottom Line

Yellow Pages are your best investment for growing profits! The typical nursing home display ad generates **\$121** of sales revenue and **\$24** of profit for every **\$1** spent on Yellow Pages.

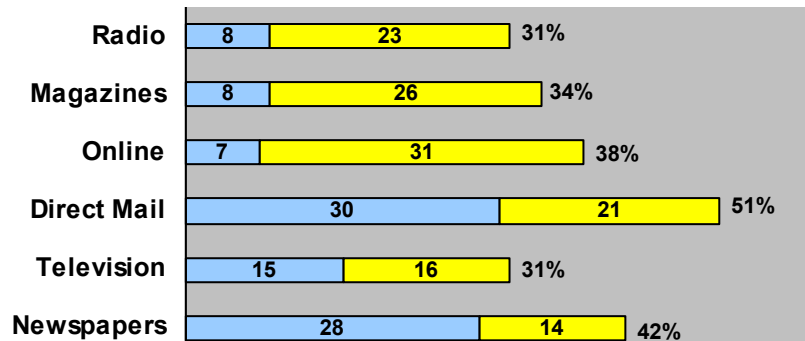
*(CRM Associates)*



### eight | 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