



**Buyers are still using the
Yellow Pages.
Even in a down economy,
consumers don't stop buying,
they look harder for value!**

**Let Value Tracking provide proven results
for your customers***

**A minimum ad size is required to be eligible for Value Tracking.
Please contact a National Accounts Team member for more information.*

Why Value Tracking?

- It tracks all incoming calls.
- It provides a relationship-building tool for advertisers and their customers.
- Shows advertiser the responsiveness of YP advertising.
- Proves the value of Yellow Page advertising.

What it tracks?

- Where calls come from geographically.
- Tracks unique numbers.
- How many calls are missed/not answered.
- Time of days calls are received.
- Number of rings to answer phone.
- Length of calls.
- Days of the week.

Qualifications:

- Only display ads or specialty items can be tracked.
- There is a \$900.00 (annual) minimum cost per ad to have value tracking line provided.
- The tracking number(s) must be the only telephone number(s) appearing in the display ad.
- The Value Tracking number(s) should appear exclusively under one heading for that designated ad.
- An advertiser should be willing to provide a testimonial regarding its experience with the Value Tracking Program and the benefits of Yellow Page advertising.
- Once an ad has used a designated tracking number, it is not eligible to be tracked again for a second year unless the ad is upgraded.
- The Value Tracking Team reserves the right to grant final approval.

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