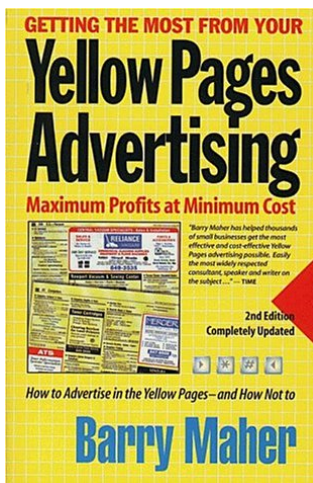


[PDF] Getting The Most From Your Yellow Pages Advertising, Second Edition: Maximum Profits At Minimum Cost

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The completely-updated third edition of the classic 'bible of Yellow Pages advertising.' Expert answers, based on the latest research, to all the questions Yellow Pages advertisers ask-and to those they never ask but should. . How much should I be spending? . What kind of ads should I have? . How big should those ads be? . What headings should I be under? . What directories (pr The completely-updated third edition of the classic 'bible of Yellow Pages advertising.'"Â As TIME magazine says, "Barry Maher has helped thousands of small businesses get the most effective and cost-effective Yellow Pages advertising possible. [He's] easily the most widely respected consultant, speaker, writer on the subject." ...more. Get A Copy. Many Yellow Page publishers will offer a Yellow Pages Listing Highlighting ad that costs much less than a display ad. This form of Yellow Pages advertising makes a standard listing stand out on the page a bit. We talked to one small business owner who paid \$30 per month to have his Yellow Pages listing highlighted in yellow within his local Yellow Pages directory. He said that he thought this was good advertising value for money and helped to bring in business.Â Keep track of how customers find you and keep a running ledger of which customers you gained from your Yellow Pages display advertising investment. In this way, you could decide if your monthly Yellow Pages advertising costs are at least paying for themselves. If a big Yellow Page ad is not breakeven, don't give up. Is a Yellow Pages ad worth running? Business owners share experiences and anecdotes. July 24, 2005.Â The job I'm doing now came from the Yellow Page ad, and the next kitchen and whole house came from the ad, as it helped me get in with a builder that I like working with. A good small Yellow Page ad placed yearly will, in my opinion, pay off at least to a point. A friend of mine places an ad weekly in their local free paper and that seems to pay off very well for him. Directories, Yellow pages, Telephone, Advertising layout and typography, Advertising. Edit. Getting the Most from Your Yellow Pages Advertising. Maximum Profits at Minimum Cost. 2nd Updtd edition.