



# BUSINESS YELLOW PAGES

IT'S EASY TO BE SEEN WITH YELLOW

## Yellow Pages of America

The Brand You've Grown To  
Trust Now Fulfills Robust SEO  
Traffic Solutions

Recurring Revenue  
Selling Advertising

## BYP Opens The Doors for Reseller Opportunity

## More Than Just a Search Engine

Top Priority Placement  
Low Flat Rates  
No Pay-Per-Click Fees!

## Is Brand Loyalty Just Hype?

BYP Can Help  
You Reach Your  
Perfect Customer  
with Targeted Online  
Advertising Tools





# YellowPages of America™

*It's The Brand You've Grown To Trust*

"I just recently started my photography business. At first I was overwhelmed by all the different ways to advertise online. I don't have the budget to take big advertising risks so I went with Yellow Pages of America™ because I know people use it. Thanks for taking the guesswork out of my advertising."

Yellow Pages of America™ is one the leading commercial publishing and search engine companies in the US. With over 30 years experience as a publishing company, our print directory Business Yellow Pages™ has been in circulation throughout all 50 states for over 20 years.



## YELLOW PAGES OF AMERICA™ FEATURES:



With the ever growing popularity of digital directories, Yellow Pages of America™ made a giant industry shift, supplying all its business data resources online. As part of an effort to diversify our traffic reach, we have now strategically positioned BusinessYellowPages.com™ as a complimentary "online" traffic source benefiting YPOA™ Advertisers. With aggressive SEO tactics and market positioning, BusinessYellowPages.com™ has become another powerful online traffic source. Inheriting sophisticated indexing technologies and SEO tools, BYP has made it possible for businesses to now be found through 2 powerful online Yellow Page Search Engines.

Around the same time the Business Yellow Pages™ book was released, Yellow Pages of America™ also launched the production of a Healthcare publication called MediPages™, North America's premier healthcare business directory. MediPages™, also a subsidiary of YellowPages of America™, has also made its transition to the web. Now, healthcare professionals all over the country can be accessed by web traffic looking for healthcare solutions.

## YELLOW PAGES OF AMERICA SUBSIDIARY BRANDS

YellowPages of America™ is the parent company over two primary subsidiary companies BusinessYellowPages.com™ (covering our general business listings), and MediPages.com™ (focused on the Healthcare Industry). BaldFrog™, a custom design firm, is our strategic partner fulfilling all of our in-house and external design needs.



[www.businessyellowpages.com](http://www.businessyellowpages.com)

Business Yellow Page™ (BYP) is an aggressive online directory service for the United States market, organizing and promoting American businesses in one comprehensive, easy to use search directory. Owned and operated by Yellow Pages of America™, BYP is a national leader in online directory services with over 25 years of experience in directory publishing and database management. BYP maintains a database of over 11.5 million American businesses with over 700,000 live links in 6,300 business classifications.



[www.medipages.com](http://www.medipages.com)

MediPages.com™ is North America's premier healthcare business directory. Our directory is a quick and extensive listing resource with a vast surplus of healthcare information, facility listings, and general services. MediPages™ is the online leader for providing the healthcare industry quality information for buying and core management decisions. Geared toward professionals in the healthcare industry, we serve approximately 1.5 million listings for North American healthcare services.



[www.baldfrog.com](http://www.baldfrog.com)

Are you and your target audience speaking the same language? BaldFrog™ is a fusion of art, science, and the ability to make your advertising....SCREAM! We translate your product offering into a marketing medium that your target audience will respond to. Whether it's a website, an email campaign, direct mail, magazine or newspaper ads, web listings, search engine placement, radio, tv, or multi-media promotion we do it all.

### CONTACT INFORMATION

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- **BUSINESS YELLOW**
- **PAGES IS...**

...designed to drive more traffic while driving down marketing costs. No need to monitor expensive pay-per-click fees. With BYP businesses can take advantage of top tier exposure while targeting a specific audience.

Premium Web Listings along with Horizontal and Vertical Text Ads, capture top ranking results for one low monthly rate. However, you can't take Google out of the equation. For this reason, we have integrated a full suite of SEO Services to make sure you get the exact exposure you're looking for.

# LINKING TARGETED TRAFFIC TO YOUR BUSINESS



## Why **BYP?**

### LOW FLAT MONTHLY RATES

There are no pay-per-click fees on BYP. You get unlimited clicks!

### LOCAL TRAFFIC

Drive local traffic to your website when you advertise with Web Listings and Text Ads.

### UNLIMITED KEYWORDS

Broaden your reach! At BYP we index your entire site for keywords.

### INDEXED MULTI-MEDIA FILES

Link to local traffic with keywords in your downloadable media files. More keywords!

### FREE SEO TOOLS

Get access to detailed SEO reports that will help you Optimize your Site performance!

### GLOBAL MARKETING

In addition to targeting your local market, expand your reach Globally with BYP!

### GUARANTEED RANKING

Find out how top ranking Text Ads can explode your profits through maximum exposure.

### COMPETITOR KEYWORDS

Easily find out what popular keywords your competitors are using to drive traffic.

**IT'S THE BRAND YOU'VE GROWN TO TRUST**

# now

## IS THE TIME TO SAVE MONEY



As one of the countries trusted Directory Companies, we appreciate that businesses abroad are concerned about the global economic recession. We appreciate the need to adhere to strict marketing budgets. One step we have taken to insure your marketing dollars are spent wisely is the implementation of a **Store-Wide 50% Discounted Rate** on all our Advertising products. When your listed with Business Yellow Pages you can count on "More Local Traffic - For Less".

Drive Traffic in the BYP Search Results "ABSOLUTELY FREE"! Submit your URL for a Free Listing and we'll index Your Home Page for Keywords. Get your business in front of local traffic today!

## OUR PRODUCTS AND PRICING

### WEB LISTING

Submit your entire site for an Upgraded Web Listing and get more keywords for less.

Upgrade Indexing - Up to 10 pages - \$7.95 mo. - **50% OFF - \$7.95 mo.**

Upgrade Indexing - Up to 25 pages - \$14.95 mo. - **50% OFF - \$14.95 mo.**

Upgrade Indexing - Up to 50 pages - \$24.95 mo. - **50% OFF - \$24.95 mo.**

### VERTICAL TEXT AD

Make your Ad "Stick Out" with a Vertical Text Ad!

**Flat Rate - Keyword Bundles:**

25 keywords/keyword phrases - \$23.90 mo. - **50% OFF - \$11.95 mo.**

10 keywords/keyword phrases - \$15.90 mo. - **50% OFF - \$7.95 mo.**

5 keywords/keyword phrases - \$9.90 mo. - **50% OFF - \$4.95 mo.**

### HORIZONTAL TEXT AD

Maximum Traffic Results with Top Ranked Priority Listings!

**The First Ads to show up in the Search Results.**

1 Keyword like "Restaurants" - \$158.00 mo. - **50% OFF - \$79.95 mo.**

2 Keyword Phrase like " Italian Restaurants " - \$99.90 mo. - **50% OFF - \$49.95 mo.**

3 Keyword Phrase like " Pest Control Services" - \$79.90 mo. - **\$50% OFF - \$39.95 mo.**

### SEO PRO

When all you need to succeed is a little Optimization!

**Expert Help with SEO! Submission to major Search Engines!**

SEO Pro Package - \$19.95 mo. - **50% OFF - \$9.95 mo.**

### WEB BLAST WEBSITE

No Website? No Worries.

**Less is more Sites that get results!**

1 Page WebBlast Website - **\$99 set up - \$7.95 mo.**

3 Page WebBlast Website - **\$149 set up - \$14.95 mo.**



## COMPARE BYP TO GOOGLE

There are thousands of unique ways to advertise on the internet. The challenge is figuring out the most economical way to consolidate and streamline effective marketing techniques. Yellow Pages of America™ has the answer. BusinessYellowPages.com™ is the #1 way to cut costs, maximize traffic, and consolidate marketing into one easy, streamlined solution.

### Google™

Sponsored Ads are pay per click.

Pay-per-click Ads deplete funds every time someone clicks on your Ad, regardless of interest.

Google Ads are revenue rank only. The only way for top ranking is to pay top premiums.

Unlimited keyword inventory. Unlimited businesses can pay for results with the same keyword.

Vertical Ads rotate.

Ranking is determined by proprietary algorithms, traffic statistics, and link popularity.

Limited number of pages indexed.

The more popularity a keyword has, the more expensive it is.



Web Listings and Text Ads are **unlimited clicks**.

Web Listings and Text Ads run **unlimited clicks** at a low Flat-Monthly-Rate with targeted local traffic.

Horizontal and Vertical Text Ads rotate, providing top ranking opportunities for any business.

Limited Inventory for Single Keyword Horizontal Text Ads. Only 3 Businesses per keyword.

Vertical Ads rotate.

Ranking based on keyword relevancy, meta tags, and site content. **Equal opportunity**.

**Unlimited** page indexing with Web Listings.

Regardless of keyword popularity, you still pay one **Low Monthly Flat Rate**.

## Top Five Reasons To Partner With BYP

- 1 Target Local Traffic without having to pay costly pay-click-fees
- 2 Equal advertising opportunity for any business to obtain top tier ranking
- 3 Unlimited keywords at one low monthly flat rate fee
- 4 Introductory 50% Discount on all Advertising Products
- 5 Lock in Ads today and your monthly rate is Guaranteed For Life!

**GET LISTED. BE FOUND. GO YELLOW!**





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