

Recognising your Advertising Investment

(Yellow Pages® Sorting Rules)

→ Our promise to you is...

The bigger your display advertisement and the longer you have been advertising in the Yellow Pages directory, the closer to the front of the classification your advertisement will appear.

We've done this to

→ Recognise your investment

- Display advertisements are featured in order of size from largest to smallest within a classification. No listings or typesets will appear amongst these ads¹
- All display advertisements will be grouped together and placed as close as possible to the start of a classification²
- Where display advertisements have both a horizontal and vertical shaped option, horizontal ads will appear before vertical

→ Recognise your long-term commitment

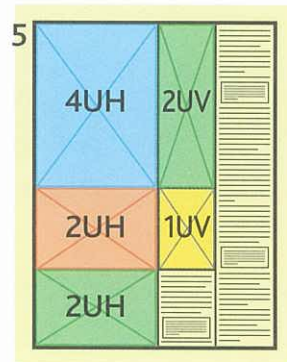
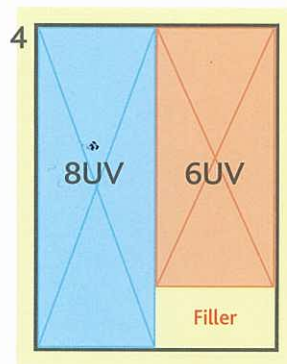
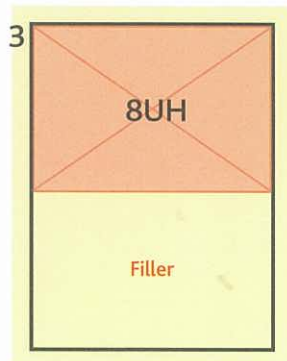
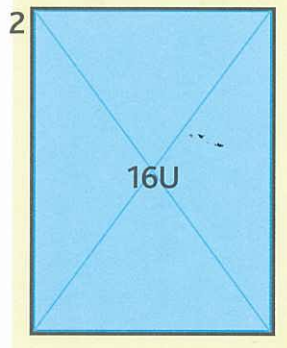
- Same sized display advertisements in the same classification are ordered from those who have had that ad size for the longest length of time to newest advertisers.

→ Recognise your customer

- To make your listing easier to find, all listing and typeset advertisements are sorted alphabetically by listed business name

1. Where there is space between different display advertisements, generic advertisements promoting the use of the directory will be placed in these spots

2. As classification headings can appear anywhere on a page, some listings or typesets will appear before the first display advertisement. Every effort will be made to minimise this.



Example only

Please turn over