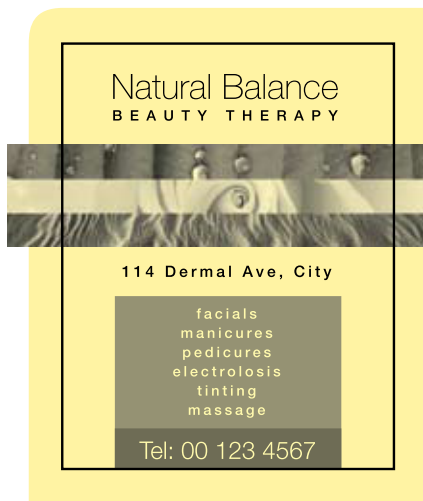


Step 3

Advertising options in the Yellow Pages®

Stand out more...

colour and **white knock-out** will help you to stand out from the competition.



Natural Balance
BEAUTY THERAPY

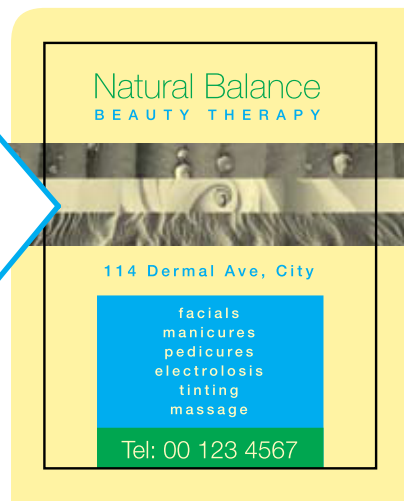
114 Dermal Ave, City

facials
manicures
pedicures
electrolysis
tinting
massage

Tel: 00 123 4567

Black

On average, a colour ad will receive one fifth more calls as a black ad.*



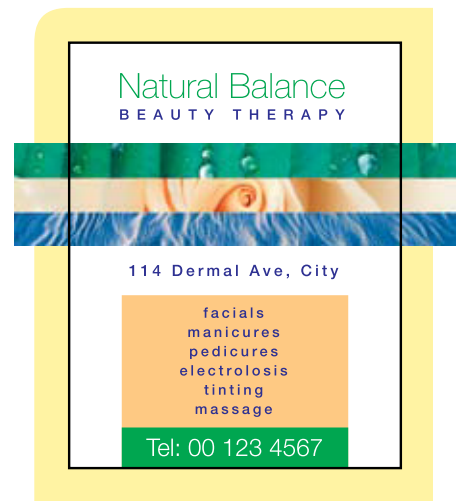
Natural Balance
BEAUTY THERAPY

114 Dermal Ave, City

facials
manicures
pedicures
electrolysis
tinting
massage

Tel: 00 123 4567

Colour



Natural Balance
BEAUTY THERAPY

114 Dermal Ave, City

facials
manicures
pedicures
electrolysis
tinting
massage

Tel: 00 123 4567

Colour with white knock-out

* Source: CRM Associates 2005

Refer to Step 4
Information to include in your ad