

Step 3

## Advertising options in the Yellow Pages®

The Yellow Pages is where customers go when they are looking for a particular product or service.

The Yellow Pages works by informing potential customers of what you offer and how they can reach you when you're needed.



### Typeset Ads

A typeset ad allows you to promote your business in a compact space. It also lets your customer find your business when searching alphabetically.

Single typeset – gives you up to three lines of text.

**PLUMBERS CO-OPERATIVE**  
**MASTER PLUMBERS**  
148 Flood Place, Waterview  
Ph. 203 5863 • Fax 203 5876

Double typeset gives you up to six lines of text.

**PLUMBERS CO-OPERATIVE**  
**MASTER PLUMBERS AND GAS FITTERS**  
24 Hours • 7 Days  
Commercial & Domestic  
148 Flood Place, Waterview  
Ph. 203 5863 • Fax 203 5876

Quad typeset. Room for your company logo and up to seven lines of text.

**PLUMBERS CO-OPERATIVE**

**PLUMBER'S**  
Co-operative

**MASTER PLUMBERS AND GAS FITTERS**  
24 Hours • 7 Days • Free Quotes  
No Job too big or small - call now  
Commercial & Domestic  
148 Flood Place, Waterview  
Ph. 203 5863 • Fax 203 5876

- > Single and double typeset ads are available in **black** or **black** and one other spot colour – in **blue**, in **green** or in **red**. Quad typeset ads are available in **black**, two colours, or three to five colours.