

## Web Guides

NEW

# Got a website and want to drive traffic to it?

Be FIRST among many. Our new Web Guides guarantee you'll be seen at the front of your classification.

### A Web Guide listing is made up of:

- > Business name (your recognised trading name)
- > Business description - to clarify the nature of your business (optional)
- > Web address

Web Guide listings are a great way to increase traffic to your website.

Don't have a website yet? Talk to your Yellow Pages Sales rep about taking your business online with Yellow Pages SiteBuilder™.



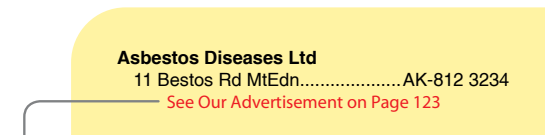
Example only

## Coloured Anchor Lines

NEW

All display advertisers will receive a coloured anchor line directing those who search alphabetically to your display ad within the same classification.

- > Highlighted in red, anchor lines attract attention and help customers find out more about you.



Anchor Referral Line

Example only