

Be one of the first to advertise
in a premier position!

GATEFOLD ADS

...OPEN UP THE GATES TO POTENTIAL CUSTOMERS
WITH AN EXCLUSIVE AD SPACE

Gatefold Cover advertising is a unique and exclusive way to place your ad in a prime location... the front cover area of the directory. Always wanted to display your ad in a highly selective and prominent area of the directory? Try the Gatefold position. The Gatefold is a flap that extends the front cover of the directory and provides a greater potential for your ad to be viewed every time the consumer opens the cover of the directory. When the directory is closed, the gatefold flap is folded to the inside of the directory but extends out to reveal advertising on both the front and back of the Gatefold.

ADVANTAGES

- Distinction**
 Gatefold Ads are a premium choice and exclusive to only a few selected directories. Available in process color, black plus one color or black only and printed on heavy glossy paper stock, the Gatefold offers the highest quality of advertising impact.
- Exclusive**
 The Gatefold is available in 3 sizes...3", 4" or 6". Size selection is determined by the directory size. The dominance of being located inside the front cover means customers will be attracted to your ad first.
- Complementary**
 Gatefold ads can be a powerful complement to your overall Yellow Pages program.



Join the exclusive elite of advertisers with a Gatefold Ad and watch the customers make a path to your front gate. Gaining the attention of customers first, insures your advertising dollars are working for you.

Be first to attract customers with Gatefold Advertising!



GATES

open up the

 Printed on recycled paper.