

Area businesses can take advantage of an exclusive offer in an exclusive location!

# SPINE ADVERTISING

...ATTRACT CONSUMERS BY USING THE MOST VALUABLE ADVERTISING SPACE AVAILABLE

Telephone directories have always connected potential customers to businesses by giving consumers a quick effective tool in locating information. Telephone directories offer businesses, such as yours, a unique way to attract customers...Spine Advertising. Spine Advertising is exclusively designed to display only one ad... YOURS!



## Exclusive Location

Spine Advertising offers businesses such as yours total exclusivity. Only one ad will be designed for the spine of the directory, therefore, eliminating all competition.

- Ad prominently displayed since most customers store their directories with the spine facing outward
- The consistent location will keep customers from flipping through the entire directory
- High visibility, 24 hours a day, 365 days a year

All ads will be designed in process color on a white background, therefore, increasing your visibility on the spine. Imagine the look of your competitor's face when they see your logo on the spine of the directory.

What better way to attract customers than by exposure on the spine of the directory!

