

Get your business information  
ahead of everyone else!

## TIP-ON ADS

...ATTRACT CUSTOMERS YOU WANT BY ADVERTISING  
ON THE FRONT OF EACH COVER!

Cover TIP-ON's are advertising products offered on the front cover of the directory. What better way to get your business name out into the market? A cover TIP-ON is specially designed on #8 coated paper which allows your ad to be adhered to the outside cover yet remain durable. By being two-sided and printed in process colors, your ad will gain prominence and stand out from your competitors. TIP-ON's are adhered with peel-off adhesives that make it possible for your customers to remove your ad and take it with them.



### ADVANTAGES

#### Prominence

Cover TIP-ON's are adhered to the front cover. Available in process color that will make your ad jump off the page. And being two-sided, your advertising message is actually twice the size allowing you to do special coupon offers on the reverse side.

#### Exclusive

With two sizes available, and the prominence of the front cover, means customers will see your ad first.

#### Complementary

TIP-ON ads can be a powerful complement to your total Yellow Pages Program.

Front Cover TIP-ON's are one of the fastest ways to get your customers attention. Help get your name out there by being the first ad they see. Getting to your customers before they get to someone else is an important factor in advertising.

*Ask your Sales Representative about TIP ON Ads in the Yellow Pages.*

What better way to gain prominence and  
placement of your business name!

