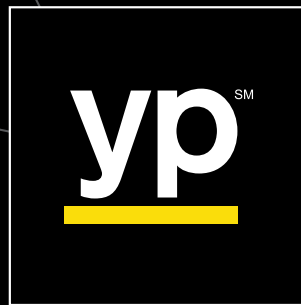


Nearly
70,000,000
monthly consumers
across all YP properties

More than
100 years
spent connecting
consumers with
businesses



Audience
20% more
likely to follow through
with a purchase¹



#2
local search
destination in
the U.S.²



Nearly
500,000
advertisers

Connecting local businesses
with consumers wherever they are.

corporate.yp.com
press@yp.com
1.888.884.2187

YP is a multi-billion dollar business, which generates more than \$1 billion in digital revenue.

YP's areas of expertise include:

Digital Presence

- Listings Management
- Website Development & Hosting
- Reputation Monitoring
- Social Pages
- Video Ads

Search (Online & Mobile)

- Local Search Ads
- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Call Tracking

Display (Online & Mobile)

- Cross Device Retargeting
- Location-based Advertising
- "Lookalike" Audience Targeting

Traditional & Direct Response

- Directory Advertising
- Direct Mail
- Email Marketing