BY THE NUMBERS

TRUSTED RELATIONSHIPS WITH LOCAL BUSINESSES

APPROXIMATELY **700K**

ADVERTISERS NATIONWIDE promote their business through differentiated YP advertising products

DRIVING OVER **$150B**

A YEAR IN TRANSACTIONS

Connecting buyers and sellers across the web, mobile and print platforms (Internal analysis combining data from sources, including Morpace, CRM Associates and internal data)*

POWERFUL *sales force of* THOUSANDS OF LOCAL MEDIA CONSULTANTS

North America's largest local search, media and advertising company.

- Generated approximately $3.3B in revenue in 2011. (AT&T Annual Report)
- The YP℠ Local Ad Network includes more than 300 affiliated mobile and online publisher websites nationwide and over 70M monthy unique visitors. (Internal data)*
- The YP Real Yellow Pages® is the largest print directory publisher in the world.

Connecting consumers with nearby merchants

- YP.com is a top-40 web domain in the U.S. (comScore)
- Together, the top-rated YPmobile app and YP.com have over 38M monthly unique visitors. (Internal data)*
- On average, two calls are made via the YP app to a business each second. (Internal data)*
- In 2011, searches on YPmobile apps grew over 200 percent. (Internal data)*
- YP Real Yellow Pages directories are used more than 5 million times daily by consumers to seek out local businesses. (Burke Industry Study 2011)

HELPING

ADVERTISERS GROW THEIR BUSINESS AND **CONSUMERS** DISCOVER LOCAL.

*Internal data is not subject to third-party review or audit.