

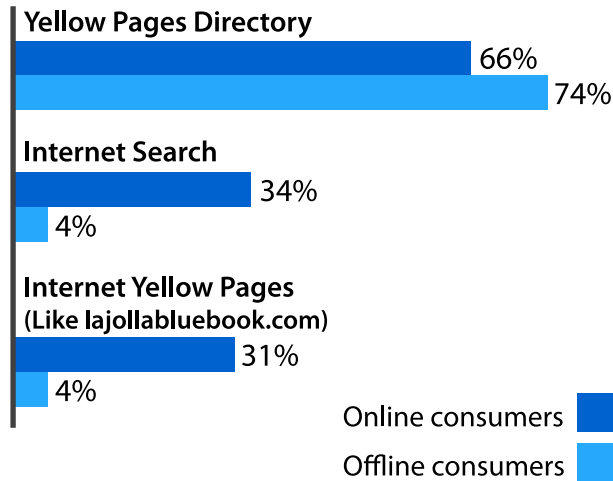


# Yellow Pages vs. Web

A sensible solution to a complicated issue

## Maybe you've heard about this thing called the internet...

**"Which resource(s) do you use to find listings for local businesses?"**



Base: US Consumers

Source: North American Technographics® Media, Marketing, Consumer Technology, Healthcare, And Automotive Benchmark Survey, Q3 2008 (Forrester Research, Inc.)

Ten years ago, one of our advertisers told us unequivocally that the internet would put us out of business in a matter of months. He promptly cancelled his ad. A few years went by and, low and behold, he's again one of our best clients. Why is that? Because he discovered the truth about choosing an internet marketing strategy in lieu of a print program. It's a bad business decision. **A strong marketing program includes both print and web advertising.**

The best research conducted by the most respected and independent companies in America is split on whether or not the web is replacing yellow pages as the primary tool for finding local businesses. We're sure that, if you look hard enough, you can find statistics that show just about anything you want. However, what all of the research does agree on is that today, **people get their information from more than one place.** Confused about what to do? Now for the good news....

## You Don't Have to Choose Between Print and Web

With the La Jolla Blue Book, our advertisers are covered both in print and on the web. The book is direct mailed to every address - all residents & businesses - and can be found in just about every hotel room in the village. And, we're constantly updating and optimizing our web site to move your business listing to the top of search engine rankings. You don't have to split your advertising budget. One ad with us and your bases are covered.



# The La Jolla Blue Book

**Print & Web - 1 Affordable Rate**

Blue Book Publishers, Inc.

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