



Blue Book Testimonials

Don't just take our word for it...

Our advertisers share their thoughts

We are a local heating and air conditioning company who had never believed in advertising, but when the economy tightened up, we knew we had to do something. We contacted Blue Book because we knew that this was a reliable company with a long track record. We were amazed at the results. Residents started calling us and telling us they never heard of us and could we service their homes. We thought everyone knew us. Our ad really pulls.

- Guthrie and Sons Sustainable Heating and Air

This is an unusual, and perhaps, parochial community. The law firm has been here for more than 60 years. We have been listed in the Blue Book for all, or almost all, of that period. Most people (and most of our clients) rely on the Blue Book to find us, rather than the telephone directory, or other San Diego commercial directories, or the internet. Maybe that is old fashioned, and maybe it isn't the future, but it's the way things are. The Blue Book is a very important connection with our clients, and with potential new clients.

- DLA Piper LLP

We had been in business for 2 years in La Jolla and people kept saying to me, "I can't find your phone number in the Blue Book." I didn't know what the Blue Book was so I finally asked someone. I immediately called and placed an ad and am amazed at how many people rely on it to find all local businesses.

- Seasons Assisted Living Communities

When I moved to La Jolla from Chicago, I received the La Jolla Blue Book in my home. My wife and I started using the Blue Book for everything we needed in our home and to find phone numbers of people we had met and people we knew. Our marketing department always placed an ad in the Blue Book but I told them to increase our ad presence because I understood how the La Jolla Blue Book works.

- President, Northern Trust Bank

Posted On LinkedIn: I advertise my business in the La Jolla Blue Book and recommend it as a vehicle to reaching this market. People who live in La Jolla use their Blue Books all the time and it has really helped my business grow.

- LearningWorks

I am a relatively new business in town and when I was approached about advertising in the La Jolla Blue Book, I didn't know anything about it. I was invited as a guest to a prominent women's group and at the meeting I asked, "Do you think I should be in the Blue Book?" Wow, was I shocked when everyone there said they use it every single day and rely on it for everything they do in La Jolla.

- La Maisonette French Furnishings

I told the lady who came to see me from La Jolla Blue Book, "You don't have to sell me; I already told my marketing manager that everyone in La Jolla uses the Blue Book and no other phone book. Wells Fargo has to be in the La Jolla Blue Book.

- Manager, Wells Fargo Bank, NA

Our marketing department is out of state and in our local La Jolla store, our customers tell us they only use the La Jolla Blue Book. We know everyone uses the La Jolla Blue Book like their Bible.

- Manager, CVS

I love the Blue Book. As a matter of fact, I carry it in my car so I can find the phone numbers I need when I need them.

- Owner, Warwick's