

# SIZE DOES MAKE A DIFFERENCE

**98% OF YELLOW PAGE USERS NOTICE A LARGER AD,  
AS COMPARED TO 48% FOR A SMALLER AD. \***

**and, 30% ARE MORE LIKELY TO CALL A LARGE AD FIRST,  
COMPARED TO LESS THAN 1% FOR A SMALL AD. \*\***

\*Source: "Consumer Use of the Yellow Pages." University of Kansas School of Business and Indiana University Graduate School of Business.

\*\*Source and Methodology: August, 1982, Reuben H. Donnalley Perception Research Yellow Pages Usage Study: "An Evaluation Of Yellow Pages Advertising Formats."

Full Page  
(4<sup>1</sup>/<sub>16</sub>"w x 7<sup>1</sup>/<sub>2</sub>"h) (28 x 45 pica)

*Actual Size Ad Shown*

Art Production One time fee	
Ad Size	Price
Full	\$250
Half	\$175
Quarter	\$100
Eighth	\$85

  

Artwork Closing Date	
Clients must provide artwork <b>10 days</b> after signing order form or deposit will be forfeited.	

  

Half Page  
(4<sup>1</sup>/<sub>16</sub>"w x 3<sup>1</sup>/<sub>16</sub>"h) (28 x 22 pica)

Annual Rate Schedule				
Ad Size	Bold Listings w/extra line	Black & White	Spot Red (Text Only)	Color on Glossy
Full	<b>4</b>	\$2,665	\$2,835	\$2,995
Half	<b>3</b>	\$1,915	\$2,060	\$2,195
Quarter	<b>2</b>	\$1,145	\$1,275	\$1,345
Eighth	<b>1</b>	\$615	\$690	\$740
Bold Listing	<b>1</b>	\$235	N/A	N/A
Regular	<b>1</b>	\$149	N/A	N/A
Extra Line	<b>1</b>	\$59	N/A	N/A
Inside Covers	<b>4</b>	\$2,895	\$3,065	\$3,195
Back Cover	<b>3</b>	N/A	N/A	\$3,895
A copy of your ad on our website			\$235	
A coupon link on our website			\$235	
All display ads include <b>FREE</b> web link to your website. Prices subject to change without notice.				
<b>ALSO AVAILABLE</b>				
<ul style="list-style-type: none"> <li>• Sponsorship Packages</li> <li>• Custom Packages</li> <li>• Discounted Package Rates</li> </ul> details upon request				

Eighth Page  
(2<sup>1</sup>/<sub>4</sub>"w x 1<sup>3</sup>/<sub>16</sub>"h) (13p6 x 11 pica)

**Pet Lovers Companion**  
*The original local pet resource guide!*  
**Accept No Imitations.**

**Your Company Name**  
Address ..... Phone Number  
www.website.com  
*see our ad on page 9*

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Your Company Name  
Address ..... Phone Number



**To Reserve Your Ad Space Call**  
**301-220-2111**

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← Bold Listing Example with Anchor Line and Extra Line

← Regular Listing Example

# PET LOVERS COMPANION

P. O. Box 1073, College Park, MD 20741 • Web: [www.petloverscompanion.com](http://www.petloverscompanion.com) • Email: [info@petloverscompanion.com](mailto:info@petloverscompanion.com)