



YELLOW PAGES COMMANDO

EXCLUSIVE BONUS #7

GLOSSARY OF YELLOW PAGES TERMS

Advertiser: An account for which the records show one or more paid items of advertising in any current directory or future directory.

Advertising: Any paid current issue advertising item (items other than an SRL, RLF or SRLF) that appears within a directory. (See UDAC legend below for explanation of abbreviations).

Alphabetical Section: Every business is entitled to a free listing in the alphabetical section (the White Pages).

Anchor Listing: A reference line that directs the reader to a display ad.

Audiotex: An audio advertising vehicle that complements the printed directory. This advertiser-oriented service allows the caller to receive timely information on the advertiser's product or service.

Bleed: When a printed image extends to the trim edge of a sheet or a page.

Bold Listing: The company name is printed in bold, capital letters.

Business Office Close: The last day listing changes may be requested.

Business-to-Business Directory: Provides information to assist business purchases.

Caption Arrangement: An arrangement of a customer's listing information in the White or Yellow Pages where the listed name appears only once with two or more addresses and telephone numbers. Used by customers who have several locations or several departments within a location. Example:

C & M TRANSMISSIONS
123 Main St Hay785-3921
456 Collins Fmt786-3455

Carrier: Any entity that is engaged in the provision of telephone exchange service or exchange access. Often referred to as LEC (Local Exchange Carrier).

Carrier Identification Code (AKA: CIC): A four character numeric code primarily used for routing between the Listing Exchange Carrier and the access purchaser.

CD-ROM: Stands for "compact disk-read only memory." This is a computer disk drive that runs compact disks instead of magnetic floppy disks. (CDs have a greater storage capacity than floppy disks.) CD-ROMs are already being used to read electronic White and Yellow Pages listings.

Certified Marketing Representative (CMR): Certified Marketing Representatives are advertising agencies that place Yellow Pages advertising for nationwide and regional business clients. CMRs are specially licensed with the ability to order unlimited amounts of advertising from the largest print publishers in the U.S. and the world (SBC, Verizon, BellSouth, YellowBook, Dex Media, etc.), including small and independent publishers, publishing over 8,000 print directories and Internet Yellow Pages covering every city, town, county, and state with telephone service. They also have almost exclusive rights and access to YPIMA Rates & Data Information, including product pricing, directory coverage, etc.

CMR Code: A three digit number assigned by the Yellow Pages Integrated Media Association(R) to identify a specific Certified Marketing Representative or one of its branches.

CMR Contact List: A monthly Yellow Pages Integrated Media Association(R) publication listing members, business hours, address, telephone number(s) and other information.

Competitive Local Exchange Carrier (CLEC): A business that operates as a reseller of the incumbent local exchange carrier's telecommunications services, or enters the market as a facilities-based provider.

Consumer Tips: Also referred to as "middle of the book" audiotex. See Audiotex.

Co-operative Advertising: Advertising jointly funded by the manufacturer and the retailer for their mutual benefit.

Core Directory: Has the largest reach and greatest usage; includes information for the entire market.

Coupon Advertising: Coupons bound into directories, offering discounts to consumers.

Creative Advertising: Media designed to appeal to potential customers and to create a desire to buy. Examples of creative advertising include: radio, television, magazines, newspapers, billboards and direct mail.

Customer: All businesses, locations, and telephone numbers that have or will have the same Point Of Contact (POC) for a given cycle of directories.

Demographics: The statistical, social, and economic characteristics of human population (i.e., age, income, number of members in household, occupation, education) used to identify markets.

Descriptive Extra Line: Extra line of copy in a Yellow Pages listing, designed to supply additional information.

Directional Advertising: Advertising that directs buyers to sellers when they're ready to buy. Yellow Pages and newspaper classified ads are examples of directional advertising.

Directory Close Date: Last scheduled date upon which new, additional, or different listing information will be accepted for publication in the next issue of a directory.

Directory Code: A six-digit number that uniquely identifies a specific telephone directory.

Directory Listing Request (DL): Form submitted by the CLEC to the ILEC that provides the administrative and listing information associated with the customer's request.

Directory Name: The official name given to a directory by the owning company.

Display Ad: An advertising product purchased by size (either by the inch, column, or page). Display ads consist of varying sizes with graphic art, photos, logos, color, company-specific design, descriptive text, etc., limited only by the publishers graphic standards. Placement on the page and within the heading is usually determined by size or seniority.

Existing Item: An item of advertising that appears or was contracted to appear in the current issue of a directory.

Extended/Expanded Coverage: Utility directories with coverage beyond the telephone service franchise area contains extended/expanded coverage. The area that is reached by the directory, but is not served by telephone service is considered extended/expanded coverage area.

Finding Line (AKA: FL): A brand, firm, service, or business name that appears in alphabetical order in a directory.

Foreign Advertising: Yellow Pages advertising placed in directories other than the one in which the advertiser's business is physically located.

Foreign Listing: A White Page listing in a directory outside the primary directory coverage area. This listing is purchased and incurs an additional cost. A foreign listing does not appear in the Yellow Pages unless purchased through the directory sales channel.

Four-Color Process: Printing with four colors of ink (in directories-red, blue, yellow and black) simulating the full color spectrum to graphic images in print. Four-color process requires color separations in order to produce the final product.

Free Regular Listing: This item of advertising is referred to as a courtesy listing. A courtesy listing includes the customer's name, address, and telephone number and appears under a Yellow Pages heading in the customer's home directory.

Gross Revenue Value: The total revenue value of purchased items before any incentives are applied.

Gutter Ad: Display ad that falls along the fold of the directory; easier to overlook than other ads on the page.

Heading: A word or group of words that describe a business, product, or service that customers engage in or sell. It is used in the Yellow Pages to categorize advertisers in a given line of business.

Heading Code: A six-digit code that uniquely identifies a Yellow Pages classified heading.

In-Column Ad: An advertising product purchased by the half-inch. In-column ad placement is determined alphabetically, listed within a column, using mostly text and surrounded by a box. These ads can contain a logo, color, sometimes varying text (fonts, bold, italic, etc. depending on the publisher).

Incumbent Local Exchange Carrier (ILEC): The only local telephone service provider for a geographic area prior to the 1996 Telecommunications Act.

Indent Level: A numeric indicator, showing the number of spaces that a caption line is to be indented.

Indent Text: Line of text within a caption.

Independent Publisher: A non-utility-related company that publishes Yellow Pages directories.

Interconnection: The trunking connection of the LEC's network with ILEC's/CLEC's networks to allow the customers of both companies to easily call one another.

Interfile: The process of combining listing information from two or more LECs or geographic areas into a single set of alphabetical listings. When referring to captions, "Interfile" generally means the process of combining listing information of businesses operating under the same name, or other subscribers with multiple telephone numbers, into a single listing with multiple addresses and/or phone numbers.

Internet Yellow Pages (IYP): Online version of the Yellow Pages; is accessed online by computer; national in scope.

Joint Users: Multiple businesses using the same telephone number.

Issue Date: The month and year a particular directory is published.

Letter of Authorization (LOA): A letter authorizing the CMR to place listing information on the advertiser's behalf.

Listed Address: A customer's address that appears in the printed directory.

Listed Name: The customer name or business name. The *Listing Name* field is made up of two sections: the finding name and subsequent words.

Listed Telephone Number: The ten-digit telephone number (NPA, Prefix, and Suffix) that prints in the directory and quoted in directory assistance.

Listing: The most basic of all Yellow Pages advertising products, a listing consists simply of the business name, address, and telephone number. These can be made bold and sometimes color.

Local Advertiser: A business that advertises in a directory and has a physical business location within the directory's primary coverage area.

Local Business: A business that has a physical business location within the directory's primary coverage area.

Local Directory: The utility directory reaching telephone service subscribers with a physical business location in the coverage area or the non-utility directory reaching businesses with a physical location in the coverage area.

Local Exchange Carrier (LEC): Any entity that is engaged in the provision of telephone exchange service or exchange access.

Local Search: Service provided by some Internet Search Engines (Google, Yahoo!) to provide information about local businesses, even those without a web site.

Local Service Request: Document transmitted from the ILEC/CLEC to the incumbent telephone company for the processing of local dial tone service.

Local Yellow Pages Sales Rep: Work one-to-one with businesses in placing their ads in the local directory.

Lone Display Ad: Ad that falls before or after the section it belongs in, so isn't seen by visitors to that section; such ads are essentially worthless.

Medium: A term that describes various advertising vehicles such as magazines, newspapers, radio, television, and Yellow Pages.

National Advertising: Advertising purchased through a national authorized selling representative for insertion in directories.

New Connect: A customer with newly established telephone service.

New Install: A customer with a new business telephone number not associated with any pre-existing telephone number. (Has neither an SRL, SRLF nor present issue revenue in the current issue of their local directory.

New Issue: The upcoming publication of a given directory.

New Issue Revenue (NI): The total net value (after incentives) of all advertising purchased for the upcoming publication of a directory.

New Item: An item of advertising purchased for the upcoming issue of a directory in addition to rather than in replacement of an existing item.

Niche Directory: Targeted to specific demographic groups, like foreign language, universities, or women.

Non-Advertiser: A business telephone customer who has a physical business location within the directory's primary coverage area, no paid present issue advertising items and a published Service Regular Listing (SRL/SRLF) in the current directory.

Non-List (NL): A listing that appears on directory assistance records but will not appear in the published directory.

Non-Local Advertiser: A business that advertises in a directory, but has no physical location within the directory's primary coverage area.

Non-Local Business: A business that has no physical location within the directory's primary coverage area.

Non-Local Directory: A utility directory that does not provide primary coverage to the area where a business is physically located, or a non-utility directory that does not reach the area where a business is physically located. Utility directories with extended coverage to an area where a business is physically located are considered non-local to that business.

Non-Utility Directory: A directory not published for a telephone company or primarily distributed to its subscribers.

Number Portability: Allows the end user to change service providers without changing their existing telephone number.

Numbering Plan Area (NPA): Otherwise known as area code.

NXX: See Telephone Number Prefix

On-Line Services for Yellow Pages: Electronic Yellow Pages and classified advertising offered on personal computers through joint ventures between Yellow Pages publishers and computer on-line services.

Operating Company Number (AKA: OCN): Number assigned to each company in the telecommunications industry.

Order Due Date: The deadline date for when an order needs to be returned to the publisher for placement of listings into the current directory.

Present Issue: The current issue of a given directory.

Present Issue Revenue (PI): The total net value (after incentives) of all purchased advertising within the current issue of a directory.

Primary Coverage Area: The primary coverage area of utility directories will mirror the telephone service area. The primary coverage area of non-utility directories includes the entire directory coverage area. Businesses with a physical location within the directory's primary coverage area are typically entitled to a Service Regular Listing SRL/SRLF in that directory.

Process Color: Four-color printing; used for four-color color printing process, composed of percentages of cyan, magenta, yellow and black, which creates a full-color look.

Pub Initials: Unique alpha code, assigned by YPIMA, which identifies a specific publisher or one of its branch locations.

Publisher (PUBCO): An organization responsible for compiling and producing information contained within a telephone directory.

Publisher Code: Four-digit number assigned by Yellow Pages I.M.A.SM to identify a specific publisher or one of its branches.

Ratable Item: An item of advertising for which there is a rate in a given directory (whether or not the rate is charged or billed). For example, due to a published error the rate of an ad is adjusted to zero. The customer is still considered an advertiser because of the ratable item.

Regional Bell Operating Companies (RBOCS): The telecommunications companies that were formed as a result of the AT&T divestiture. Each RBOC covers a separate area of the U.S.

Reverse: Reverse resembles a negative of a picture. What was black becomes white or vice-versa. Reverse usually refers to type.

RLF: A free listing given to a business in the extended coverage area of a directory.

Screen: Used to stimulate various shades of color through use of dots, lines, or textured patterns.

Service Order: A service order is the term used by most telcos for the format of listing and telephone information used by their internal systems: A request for new telephone service, change in existing service, or disconnecting service. Most Service Orders are customer initiated, but they can also be company initiated.

Service Order Activity: Changes in the customers local service or listing: activity process by the business office of the telephone company with regard to regular listings, name, address and telephone number changes.

Service Order Close: The last date Service Orders are accepted for a specific issue of a particular Service Directory.

Service Order Number (AKA: SO Number): The number assigned by the Telephone Company for any change activity to the service or listing of a customer.

Service Regular Listing (SRL): A courtesy or complimentary Yellow Pages Listing is provided to a business subscriber under a Yellow Pages Heading appropriate to the type of business.

Space Listing: see In-Column ad.

Spec: A prepared "speculative" or "suggested" rough sketch of a layout incorporating copy, illustrations, and design, used to promote the advertiser's products and services.

Split Run Test: A split run is created by printing two or more versions of a test ad in the same publication. Directory "A" contains test ad one, Directory "B" contains test ad two. In an A/B split, each version would be represented in half of the run and then distributed evenly and randomly throughout the market.

Spot Color: When two or more colors are used in an ad but never touch each other.

SRL: Service Regular Listing. A free listing given to a business in the coverage area of a directory.

SRLF: A free listing given to a business in the coverage area of a system neighborhood directory.

Standard Industrial Classification Code (AKA: SIC): A numeric code established by the Federal government to identify the type of business. The SIC appears on the Service Order and in the database, and is updated by the Service Order. It qualifies the industrial or commercial product or service into 99 primary categories, using a two-digit code from 01-99.

Straight Line Listing: A listing that includes name, address, and telephone number and is printed flush to a left margin.

Sub-Caption: A sub-heading phrase that is part of a caption and describes the indented elements below the subcaption.

Suburban Directory: Neighborhood directory; covers a small localized area.

Surname Suppression: Process in alphabetizing where a surname will be printed once and the individual first name, address and telephone number are indented under the one surname.

Talking Ads: Also referred to as "back of the book" audiotex. See Audiotex.

Telephone Company (TELCO): Examples: BellSouth, Dex Media, SBC, Verizon, etc.

Telephone Number: The area code, NXX, line number and customer code assigned to the account when telephone service is initially established.

Telephone Number Prefix (AKA: Prefix, NXX): The left most three digits of the seven-digit telephone number.

Trademark: A legally registered symbol or mark, representing a particular brand, product, or service.

Traditional Media: Magazines and TV, compared to directional media, like the Yellow Pages directory.

Type Style: Variations in the thickness, thinness, slant, etc., for a unit of type.

UDAC*: Universal Directory Advertising Codes are abbreviations, referring to the advertising products and sizes available in a directory (such as the ones used below in the legend). An example for a common UDAC or item code, is the RL, which stands for Regular Listing.

Upgraded Item: An item of advertising, with a different item code, that replaces an existing item at the same heading and has a larger revenue value at full rate than the item it replaced.

Utility Directory: A directory published for a telephone company and primarily distributed to its subscribers.

Utility Publisher: A company that publishes Yellow Pages directories for a telephone company.

Voice Information Service: Often referred to as "front of the book" audiotex. See Audiotex.

White Knock-Out: A printing technique that gives display ads a white background.

White Pages Directory: The white section of the phone directory that lists businesses alphabetically; every business within the coverage area of the directory receives a listing at no charge.

YPIMA: Yellow Pages Integrated Media Association (Formerly YPPA) is the major national trade organization for the Yellow Pages industry. YPIMA regulates, promotes, and markets the Yellow Pages medium as a form of advertising and lobbies for Yellow Pages issues for its member companies. YPIMA's headquarters are in Troy, MI and Berkeley Heights, NJ.

***LEGEND for Yellow Pages Products (UDACs)** – Note: Not all ad types/sizes are represented.

Listings

SRL: Free Regular Listing (actually Standard or Service Regular Listing) - The most basic listing, consisting of name, address, and telephone number in plain type.

RL: Regular Type Listing - name, address, and telephone number in plain type.

SL: Semi-Bold Listing (or Standard Listing for publishers that do not offer a RL product) - name, address, and telephone number in semi-bold type and usually all caps.

BLN: Bold Listing Name and Number - name, address, and telephone number. The name and telephone number are bold.

EL: Extra Line - An extra line of text to follow the name line in a listing. An EL usually consists of five words per line.

AL: Alternate Listing or Alternate Call Listing - Used for secondary lines at the same address such as TDD, TTY, Toll-Free numbers, etc.

TRL: Trade Regular Listing - A Regular Listing that follows a trademark logo product.

TBLN: Trade Bold Listing Name & Number - A Bold Listing that follows a trademark logo product.

In-Column Ads

HS Ads: (Half-Space) - In-Column Ads - Box Ads. The number in an HS ad code denotes the size. The number is twice the height in inches of column space. For example, the number 2 in an HS ad, or 2HS, denotes one inch of column space.

See examples below.

1HS = 1/2 Inch In-Column Box Ad
1MS = 3/4 Inch In-Column Box Ad
2HS = 1 Inch In-Column Box Ad
3HS = 1.5 Inch In-Column Box Ad
4HS = 2 Inch In-Column Box Ad
5HS = 2.5 Inch In-Column Box Ad
6HS = 3 Inch In-Column Box Ad
7HS = 3.5 Inch In-Column Box Ad
8HS = 4 Inch In-Column Box Ad

If the UDAC is followed by an "A" such as a 6HSA, it denotes the ad contains artwork (logo). An ad usually must be at least 3 inches to contain artwork.

Trademark Ads

TM: TradeMark - Similar to a half-space or in-column or box ad. Trademarks are used mainly to allow a corporation to split the cost of the logo with individual dealers. They consist of a logo and a tag line and usually 7 lines of text or about 25 words, with the logo right-justified to the ad border.

CTM: Custom TradeMark - Same as TM, but about twice the available amount of text to print and the logo can appear centered.

Display Ads

NOTE: Display Ads are purchased by size (inch, column, or page) and depends on how many columns are in that particular directory.

Please click here for a chart with visual descriptions.

QC: Quarter Column - 0.25 Column High x 1 Column Wide

DQC: Double Quarter Column - 0.25 Column High x 2 Columns Wide

TQC: Triple Quarter Column - 0.25 Column High x 3 Columns Wide

DHC: Double Half Column - 0.5 Column High x 2 Columns Wide

THC: Triple Half Column - 0.5 Column High x 3 Columns Wide

HP: Half Page - 0.5 Page High x 1 Page Wide OR 1 Page High x 0.5 Page Wide

FP: Full Page - 1 Page High x 1 Page Wide

DT: Double-Truck - 1 Page High x 2 Pages Wide (side-by-side left and right, with book open)

Anchors

Display ads use "anchor listings." These anchors refer the reader from the alphabetical location of the business name in the column to the display ad.

ARL: Anchor Regular Listing (usually free with display ads)

ASL: Anchor Semi-Bold Listing

ABLN: Anchor Bold Listing

Color

"**C**" added to any display ad, usually denotes a color (red, blue or green).

"**M**" added to any display ad, usually denotes a multi-color.

"**W**" added to any display ad, usually denotes white background or White Pages Listing.

"**Y**" added to any display ad, usually denotes a yellow highlight.