



EXPERTS AT MAXIMIZING OUR CLIENTS RETURN ON INVESTMENT

For Your Confidential Yellow Page  
Program Analysis, Call:  
**1-888-365-9550**

Your Time is **Precious...**  
Never Take Another Local  
Yellow Page Rep's Sales Call...

**Again!**



There are over 4000 Yellow Page directories in the United States.  
Does it feel like they're all calling YOU?

**One Company**  
**Many Services**  
**Many Solutions**

**Save Time...Save Money!**  
**One Source for Your Yellow Pages**

### **What is a Yellow Page CMR?**

A "Certified Marketing Representative" is a company that has been licensed by the YPA (Yellow Pages Assoc.) to place advertising for clients directly with yellow page publishers in the United States and Internationally.

### **Why use a CMR?**

Time is money. Save both by using one contact and get only one billing statement. While we work for you, not the publishers, ROI has an excellent working relationship with all of the Yellow Page Publishers in the United States. ROI Media will recommend the best directory advertising campaigns for your company's budget and treat your budget as if it were our own.

### **Does it cost more to use CMR services?**

NO! Although we work for you, you don't pay us we get paid by the publishers

### **Does your firm qualify to use CMR services?**

To Qualify for National Accounts Status the YPA requires that your business must:

- **Advertise** in 20 or more directories
- **Advertise** in 3 or more states
- **Advertise** with 2 or more publishers
- **Use 30%** of your budget in yellow page directories outside of the state where the bulk of your yellow page dollars are spent.

The people of ROI Media are proud to offer a variety of valuable services to compliment your Yellow Page directory advertising needs.

**Internet Accesable Tear Pages** - Login to our website to see your tear pages. 24/7/365 Access!

**Local Search Optimization** - Manage the data all of your business locations in the major search engines

**Call Measurement** - See call volume and listen to calls. Download, use in spreadsheets, track ad performance

**IYP Directory Placement** - Drive more traffic to your locations from Internet Yellow Page positioning

**Search Engine Marketing (SEM)** - One place to manage Google, Yahoo, MSN PPC and Interactive Ad Campaigns

**Search Engine Optimization (SEO)** - Drive your Internet sites up in organic search engine results pages.