

Testimonials



"As you know, there are many options for advertising and it can be an overwhelming task to decide where best to spend our advertising dollars. An analysis of the new customers and sales we have identified as coming to us directly from your directories proves that dollar for dollar the return on our investment in the Summit directories has proven to be one of our best decisions." - Susan Samo

Susan Samo



"Summit Publications is a company that I would highly recommend. I have had a strong business relationship with them for years.... The sales team and staff have always put the success of my business first... With the number of phone calls we are receiving, I am very pleased with the return on my investment. What a valuable way to use my advertising dollars. We look forward to working with you in the future." - Brett Bailey

Brett Bailey

Roberts
Chevrolet Buick

"Your continued efforts to create a unique advertising program have maximized our results and stretched our advertising dollars, providing an excellent product with real dividends." - John Roberts

John Roberts



"We appreciate the high quality and easy-to-use directories you provide us to hand out to our Chamber members upon request, as well as to the new families and businesses that visit the Chamber office seeking a local directory. The directories are extremely user-friendly and such a great resource for our community." - Dana Ketterling

Dana Ketterling

More Available Upon Request

Proud Sponsors Of:



About Us

Our employees are proud to live and work in the same communities as you.

We're a family-owned business that's been operating since 2003. Our corporate headquarters are located in Kearney, MO with two additional offices in Overland Park, KS and Independence, MO.

Our growth, success and expansion have been fueled by our customers' consistent return on their advertising investments.

Our mission is to provide a new, dynamic & interactive approach to advertising.

We provide practical, convenient and user-friendly **LOCAL** search solutions so our customers can focus their advertising dollars. We consistently monitor the local market and add additional products to make sure that our customers have the tools necessary to grow their business both online and in print.



Winner Of Two 2012 Gold Book Awards



Preferred Content Provider



YouTube



Facebook



Proud Members Of:

We support the local economy by being members of the area chambers of commerce.

Belton, Blue Springs, Bonner Springs-Edwardsville, Cameron, Chillicothe, Excelsior Springs, Gardner, Gladstone, Grain Valley, Grandview, Greater KC, Harrisonville, Independence, Kearney, Leavenworth-Lansing, Leawood, Lee's Summit, Lenexa, Liberty, Louisburg, Northeast Johnson County, Northland Regional, Oak Grove, Odessa, Olathe, Osawatomie, Overland Park, Paola, Parkville, Platte City, Raymore, Raytown, Riverside, Savannah, Shawnee Area, Smithville, Spring Hill, St. Joseph, Tonganoxie, Waldo



1 POWERFUL ADVERTISING SOLUTION



Online



Mobile



Print



Summit Publications

P.O. Box 915 • Kearney, MO 64060 • 816-628-5492



Now more than ever, you need a trusted advisor to help you navigate through the complex array of advertising options.
Get your business connected to **LOCAL** consumers with **1 POWERFUL ADVERTISING SOLUTION** for online, mobile & print advertising.



Online

Serving the LOCAL online shopping needs of consumers at home, in the office or on the road.

- A video increases the chance of a **front page Google** result **53x**¹
- **85%** of the US internet audience has viewed an online video²
- Video results appear in about **70%** of the top 100 listings³
- **19%** of small business advertisers already use video⁴
- It is estimated by 2016, more than **110 million** Americans will watch video content on a mobile phone at least once per month⁵

¹Forrester Research, ²comScore, ³Marketing Week, ⁴WebVista, ⁵Marketer



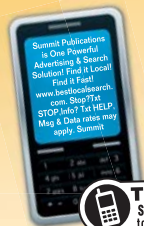
Preferred Content Provider

- SEO: Search Engine Optimized
- Videos Published To YouTube
- Social Networking Integration
- Images • Logos • Coupons • Banner Ads
- Go Mobile With Our iPhone App
- Driving Directions • Maps



Mobile

Texting is the #1 communication method over mobile calls & emails combined.



98%
read-rate

53%
35 or older

TEXT SUMMIT to 20673
Receive Mobile Offers
msg & data rates may apply

- 322 million mobile users in the USA
- **98% read-rate** for SMS text messages¹
- **73%** of mobile users **text regularly**²
- **72%** of Americans between the **ages of 25-49** now use SMS texts regularly³
- **53%** of Americans engaging with text marketing short codes are **35 and older**⁴
- Mobile marketing is today's only **SPAM-Free** permission-based direct marketing channel
- **20% redemption rate** on mobile coupon offers

¹SMS - First & Bullman 2010, ²Email - Equilar 2011 Email Benchmark Report, ³Phone Business September 2011, ⁴CTIA, June 2011, ⁵Marketer 2008

Add A Mobile Marketing Short Code To Your Ad For Instant **Interactivity!**

Unlimited Opt-Ins Included @
No Additional Charge

Text Tag Examples

St. Joe Honda
• SALES • SERVICE • ACCESSORIES • PARTS

A1 SEWER & SERVICE
Complete Replacement • Drainage • All Sizes Gas Or Electric • See Our Ad At Plumbing Contractors

A1 SEWER to 20673
Receive Mobile Offers message & data rates may apply

2207 N Belt Hwy 25, Rock, MS
Great New Showroom
816-671-0671

Independence 816-425-2011



Print

Connecting our online & mobile products, our **INTERACTIVE** print product has a lot to offer!



- QR Codes To Videos, Websites & More
- Mobile Marketing
- Display Advertising
- In-Column Advertising
- Coupons
- Business Listings

SAME DAY SERVICE Heating Specialist

KARL BOHRN
Master Mechanic
Master Plumber

KB COMPLETE, INC.
PLUMBING • HEATING
AIR CONDITIONING

Family Owned For Over 25 Years

100% Satisfaction Guaranteed

SENIOR CITIZENS DISCOUNTS
Now Open 7 Days A Week

A Company You Can Refer to A Friend!

TEXT IS to 20673
Receive Mobile Offers

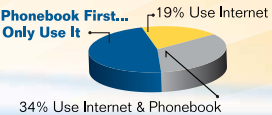
913-722-6835

- Calls to Yellow Pages advertising **increased 17%** Between 2010-2011¹
- **2 out of 3** Yellow Pages advertisers **experienced an increase** in calls in 2011¹
- 3rd year in a row that **calls to Yellow Pages ads have increased!**

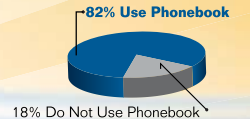
¹CRM Associates

Phonebook/Internet Usage Preference

47% Use Phonebook First... Or Only Use It



Household Phonebook Usage



¹ Study results based on 2,593 telephone interviews performed from Nov 2010-Feb 2011. Interviews & results were collected from an outside company. Ask your sales rep for details. Results normalized by age and economically weight when appropriate.