



# BY THE NUMBERS

**TRUSTED**  
RELATIONSHIPS  
WITH LOCAL  
BUSINESSES

APPROXIMATELY  
**600K**

ADVERTISERS NATIONWIDE  
promote their business  
through differentiated  
YP<sup>SM</sup> advertising products

**DRIVING OVER**  
**\$200B**

A YEAR IN TRANSACTIONS

Connecting buyers  
and sellers across  
the mobile, online  
and print platforms  
(Internal analysis combining  
data from sources, including  
Morpace, CRM Associates and  
internal data)\*

**POWERFUL**  
*sales force of*  
**THOUSANDS**  
OF LOCAL MEDIA  
CONSULTANTS

North America's largest local search, media  
and advertising company.

- Generated nearly \$1 billion in digital ad revenues in 2012, with over \$350 million attributed to mobile. (Internal data)\*
- The YP<sup>SM</sup> Local Ad Network includes more than 300 affiliated mobile and online publisher websites nationwide and over 60M monthly unique visitors. (Internal data)\*
- Named among the top 50 digital media companies in the world by PaidContent.org and among the top 100 media companies in the U.S. by Advertising Age.

Helping local businesses and communities grow

- The YP.com<sup>SM</sup> site is a top-40 web domain in the U.S. (comScore)
- Together, the top-rated YP<sup>SM</sup> app and YP.com<sup>SM</sup> site have over 50M monthly unique visitors. (Internal data)\*
- In 2012, there were nearly 100 million calls made to local businesses via the YP<sup>SM</sup> app. That's about 3 calls every second. (Internal data)\*
- Mobile searches across YP<sup>SM</sup> app and YP.com<sup>SM</sup> site exceeded 40 percent of total local searches in 2012. (Internal data)\*
- YP Real Yellow Pages<sup>SM</sup> directories are used more than 5 million times daily by consumers to seek out local businesses. (Burke Industry Study)



\*Internal data is not subject to third-party review or audit.