

TARGET

YOUR AREA & SAVE

"The Guide is the book people turn to when they are looking for local businesses. Customers tell us all the time that they found us through our ad in The Guide."

Laura Oakley, Office Manager
A & P Collision
A & P Towing and Transport

"As a non-profit, we have to stretch our marketing dollars and The Guide provides an excellent return for the money."

JoAnn Davis, Vice President
Adult Day Services Component
Bethel Homes

"The Guide provides me with insight and options to help me obtain the best return for my money."

Sheila Siderow, Owner/Broker
Siderow Kennedy, Inc.

"For more than a dozen years, we have only advertised in one book — The Guide. I think that part of what makes The Guide so appealing is that it's a small book, compact and community-focused."

Joe Pichiarallo, Owner
Mt. Pleasant Agency

CROTON
ON
HUDSON

BRIARCLIFF
MANOR

OSSINING

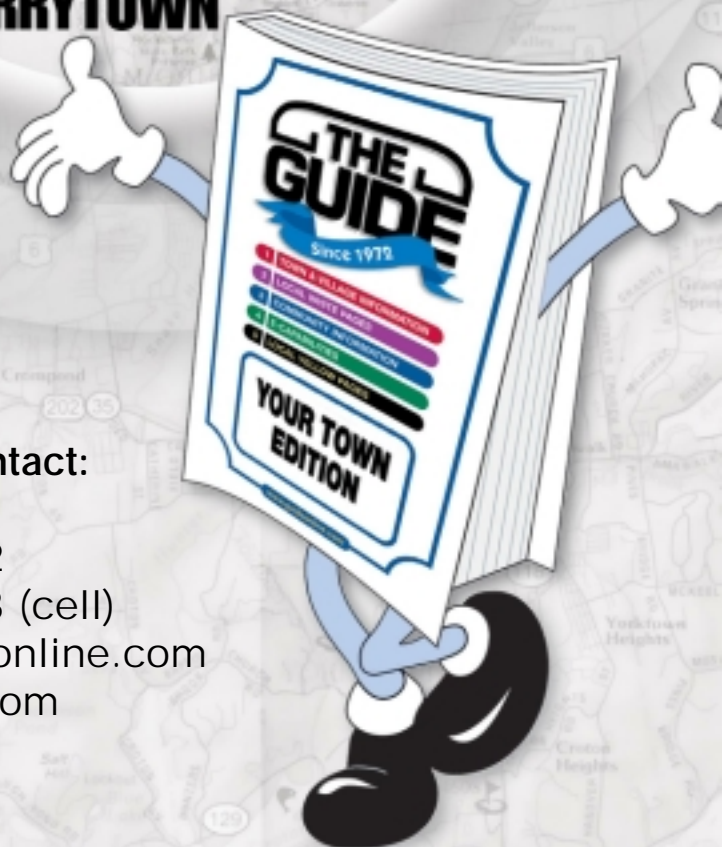
PLEASANTVILLE

THORNWOOD

SLEEPY
HOLLOW

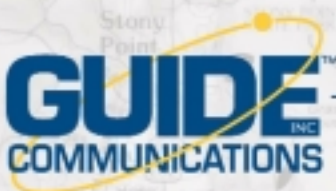
HAWTHORNE

TARRYTOWN



For advertising
information contact:

Louann Curtin
845-278-3202
914-760-6883 (cell)
lcurtin@guideonline.com
GuideOnline.com



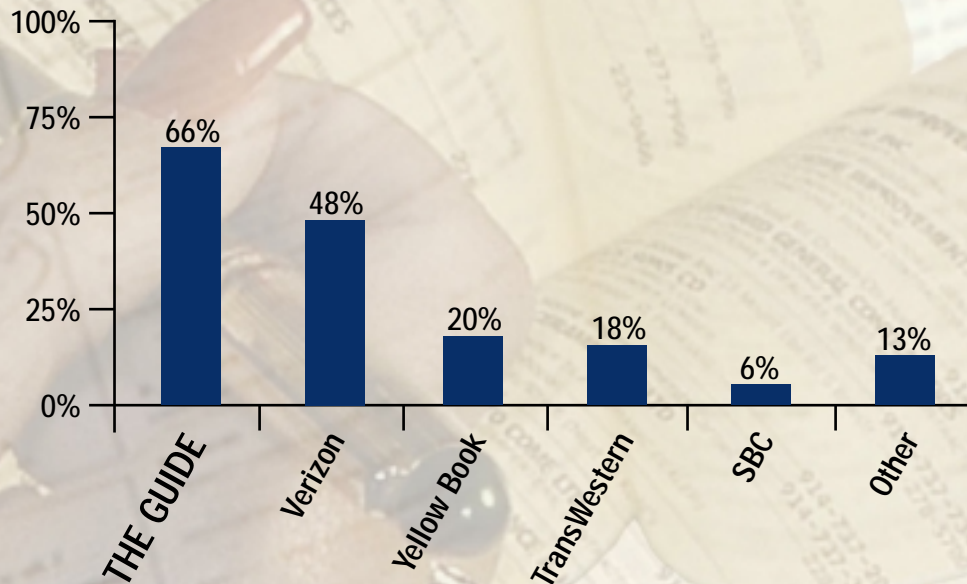
FAMILY OF COMMUNITY FOCUSED PRODUCTS



GuideOnline.com

Which phonebook **SHOULD YOU** be in?

Telephone Directory Penetration by Publisher



- **THE GUIDE Phonebooks have the greatest household penetration in [THE GUIDE's] market area.**
- **66% of market area residents have at least one copy of THE GUIDE in their home.**



The Guide Phonebooks.

Yellow pages for Business Listings.
Blue pages for Community Reference.
White pages for Alphabetical Listings.
Want In? Just call: (845) 278-3200!

*Study conducted by the Marist College Institute for Public Opinion Poll 2005

What page are **YOU** on?

**YOUR CUSTOMERS ARE
LOOKING FOR YOU!**

When searching for a business or service,

83%

of The Guide's yellow
page users search the
advertisements.

92%

look for the name of
a business or service
that is familiar.

23% of who search the yellow pages, but do not contact a business or service, say the main reason for not doing so is a lack of familiar names.

83% who find a business or service in the yellow
pages contact **THAT** business or service.

The main reason many consumers contact a business or
service they find in the yellow pages is the geographic location.

The Guide's users cite its coverage of their local area as the
most important reason they choose to use it!



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GuideOnline.com



**SEEKING
YOUR BEST
MARKETING
VALUE?
FIND IT HERE
IN THE GUIDE!**

- ▶ ADULT CARE FACILITIES
- ▶ NURSING HOMES

JoAnn Davis believes in the value of **The Guide Phonebook**. "As a non-profit, we have to stretch our marketing dollars and **The Guide** provides an excellent return for the money. We also need to get our message out to people in many different communities -- something **The Guide** does particularly well."

The people who attend Ms. Davis' programs appreciate the books' convenience. "Our participants sometimes have difficulty recalling phone numbers or the names of businesses in their own communities, so we keep many editions on hand. It's much easier to scan **The Guide's** listings than to search through one of the large phonebooks."

**JoAnn Davis, Vice President
Adult Day Services Component, Bethel Homes**



**HOW DID WE FIND
SHOPPING
IN OUR
NEW TOWN?
EASILY
WITH THE GUIDE!**

- ▶ PLUMBING CONTRACTORS
- ▶ HOME IMPROVEMENT CENTERS
- ▶ HAIR STYLISTS-SALON

"I've found everything I need in **The Guide Phonebook**," says Lenora. "The plumber, the home improvement companies, the hair stylist... everything!"

"I like how the book is customized to our community, it's much easier to find local businesses and services than in the large phone books. **The Guide** is simply a must for every household!"

"**The Guide** also includes sections on local history, government and places of interest - all of which are extremely useful to families who are new to the area, like ourselves."

"As newcomers to the community, we received a welcome package that included a copy of **The Guide** and we've kept it right on the counter ever since."

**Lenora DeSanctis, Consumer
Ossining, NY**

WHAT PAGE ARE YOU ON?



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White pages for Alphabetical Listings.
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For advertising information
call **LOUANN CURTIN**
845-278-3202
or 914-760-6883



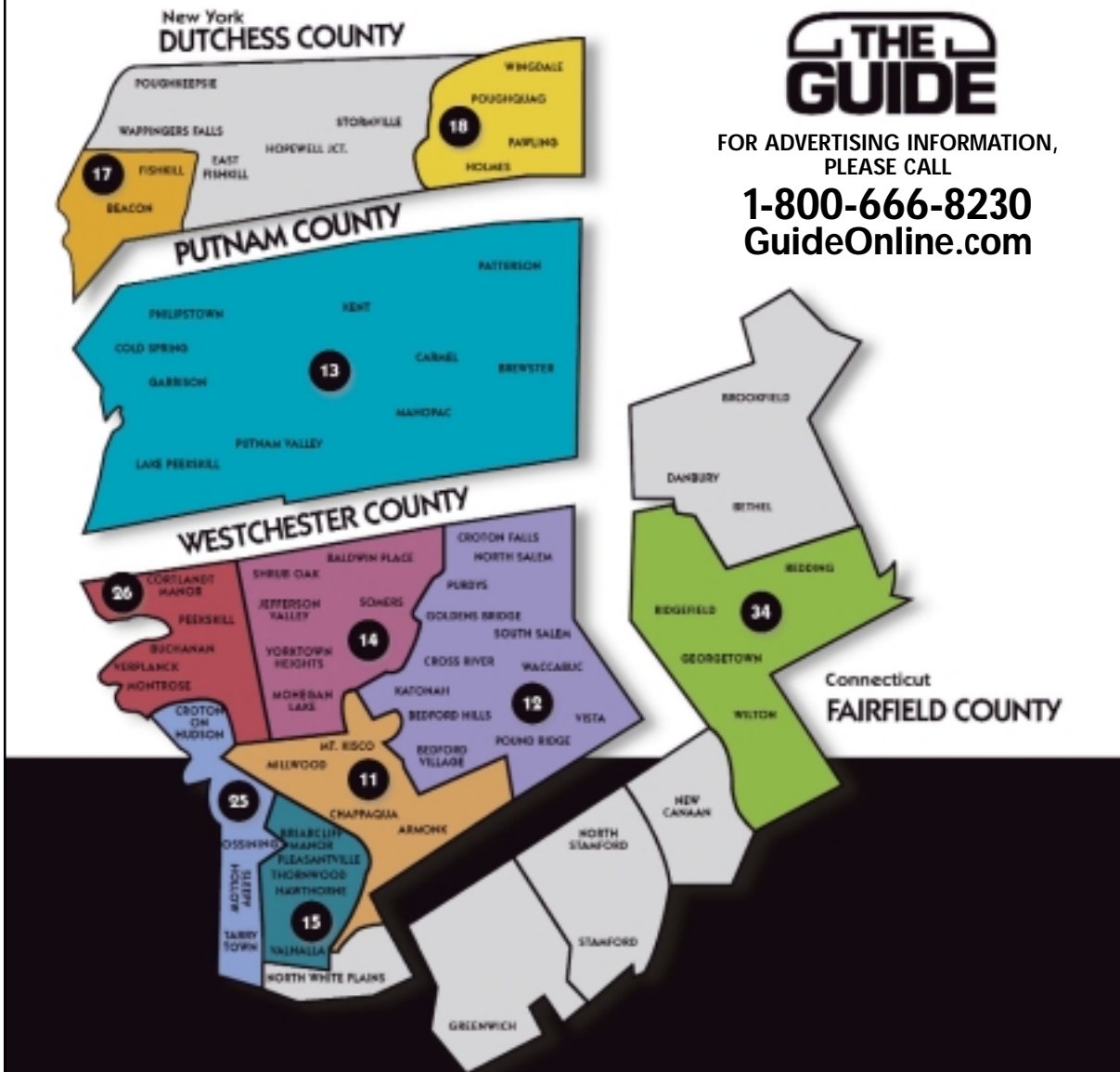
FAMILY OF COMMUNITY FOCUSED PRODUCTS



GuideOnline.com

THE GUIDE PHONEBOOK

Serves The Following Communities



FOR ADVERTISING INFORMATION,
PLEASE CALL
1-800-666-8230
GuideOnline.com

| | | |
|-----------|-------------------------------------|--------|
| Region 11 | Mt. Kisco/Chappaqua/Armonk | 16,600 |
| Region 12 | Bedford/Katonah | 20,250 |
| Region 13 | Putnam County | 42,300 |
| Region 14 | Yorktown/Somers | 23,600 |
| Region 15 | Mount Pleasant/Briarcliff Manor | 18,500 |
| Region 17 | Beacon/Fishkill | 15,000 |
| Region 18 | Greater Pawling | 8,500 |
| Region 25 | Ossining/Tarrytown/Croton-on-Hudson | 27,500 |
| Region 26 | Peekskill/Cortlandt | 23,700 |
| Region 34 | Ridgefield/Wilton | 23,400 |

TOTAL CIRCULATION 219,350