



Idearc Media, the Official Publisher of the Verizon Print Directories, Presents

# an Advertising Program Delivered with the Verizon Yellow Pages

## Direct Values—New Mover Residential Secondary Directory Distribution Insert Advertising Ride Along Program Delivered with the Verizon Yellow Pages to New Verizon Customers at Home

**Delivered to residential new movers within 3-10 days of their move in.**

6,000,000 per year \$80/M - \$200/M  
500,000 per month  
25,000 every working day

Selection available by local market.

### Program Summary:

New Verizon residential customers are direct mailed their new phone directory within a few days of their telephone service installation. Riding on top of their new community directory is an envelope containing local and national values especially for new movers.

### Source:

Everyday Consumer orders for telephone service

### Usage:

Local and national advertisers presenting new customer promotion

### Consumer Profile: An attractive market

- Recently Credit qualified customers of Verizon
- Younger than average – 29% under age 30
- Higher education than average
- 52% move for better housing
- 26% move to form marital home or own household

Special usages including category exclusivity and right of first refusal on future programs guaranteed by contract.

### Key Categories of Interest:

- Utilities
- Retail
- Home services
- Local Merchants and services
- Packaged goods
- Furniture
- Appliances
- Personal Services



### Date of Delivery to the New Mover:

Daily

### Materials Due:

60 days prior the first month of delivery

### Gender:

50% Male/50% female

### Materials:

- Pre printed paper inserts
- CD/DVD
- Product Samples
- Catalogs

### Maximum Size:

5 1/2" x 8" folded

Special formats can be accommodated upon approval.

### Paper stock:

Minimum required: 50 lb

### Standard Weight:

0.2 oz

### Selection and overweight charges:

Quoted based on advertising insert/sample piece review.

Sample insert piece required for approval.

Printing and creative services available upon request.

**This program is managed by Madison Direct Marketing for Idearc. For further information contact:**

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