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# **Using Print to Compete Against Online Local Search: Strategic Revenue Opportunities for Yellow Pages Publishers Linking Print to Online Advertising**

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**Yellow Pages publishers are under increasing threat from the Internet: Local search and online advertising threaten the predictable cashflows of Yellow Pages operations, challenging the relevancy of print in the new era of instant consumer information and transactions.**

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The key to successfully competing with online local search is for Yellow Pages directory publishers to **utilize the power of print in new ways, to create new hybrid print and online features that solve advertiser and shopper needs**, transforming Yellow Pages print and online capabilities into a new, combined media form that is superior to those offered by Internet-only search companies.

Just as other media have evolved in response to new technology, Yellow Pages publishers must re-invent themselves to meet this challenge, not by poor imitation of online search or outsourcing their futures to major Internet search companies, but by **utilizing the advantages of their Yellow Pages' parallel print and online presence** to dramatically increase the advertising sales response of print, offering their advertisers a synergy they cannot buy in online advertising alone.

To meet the challenge, Yellow Pages publishers must adapt their advertising benefit proposition to meet the aim of **harnessing the power of the Internet to serve the convenience, portability and familiarity of print advertising**—by combining the localized, proven advantages of print Yellow Pages advertising to the speed, depth, and flexibility of the Internet.

Yellow Pages publishers now have a powerful new tool to meet the challenges posed by the Internet with **The Jump Code System.™**

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A strategic overview presented to  
Yellow Pages publishers

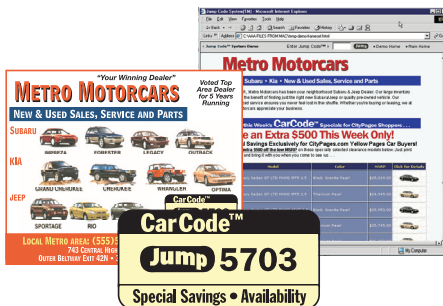


**Internet Media Corporation**  
**www.jumpcode.com**  
**(540) 349-2398**

## **The Challenge and the Opportunity: Linking “Offline” and Online Media**

**The Jump Code System gives Yellow Pages publishers a powerful new system for linking their print advertisers instantly from print to special, buy-it-now promotions, photo pages, and the online information today’s Internet-savvy readers need—and expect—when making their buying decisions.**

**Sold as a value-added upsell feature to advertisers by Yellow Pages advertising sales teams and CMRs,** the patented Jump Code System links your readers with the online information they need to see and know before they buy, from Jump Codes in your print Yellow Pages advertising, linked to the advertiser’s targeted Web pages through your companion Yellow Pages Web site:



**Easy-to-enter Jump Codes link Yellow Pages print advertising to targeted Web pages, with Internet Media’s patented Jump Code System for value-added advertising applications**

- **Instant links to value-added promotions:** Special promotional offers designed to generate immediate direct sales and direct response from Yellow Pages advertising, by linking readers to special online buy-it-now savings offers;
- **Instant photo and supplemental online information links:** The Jump Code System adds new depth to print Yellow Pages advertising, by giving readers instant access to Web photo pages and the other important supplemental information readers demand when making purchase decisions;
- **Instant transactions and measurability from print to online:** The Jump Code System allows print advertisers to integrate their print advertising campaigns to their Web-based advertising and e-commerce features, providing a means to link readers instantly from print to targeted promotional and online order pages for the advertised product. Jump Codes printed in Yellow Pages advertising are a useful and precise tool for helping advertisers track and measure response from their print advertising campaigns, and can be configured to track response by placement, ad type, issue date, media market, and other key promotional criteria.

**By using Jump Code-based features, custom-tailored to the major Yellow Pages advertiser categories, you can combine the familiarity and convenience of your directory’s print advertising with the speed, targeting, and information depth of the Internet—boosting per-unit print advertising sales, creating new print and online revenue centers, and meeting the challenges presented by competitors in online media, adapting their operations to the reality of the Internet.**

## Jump Code System™ Applications

**Jump Code applications increase per-unit ad revenues in major Yellow Pages advertising categories, boosting print ad sales**

**Jump Code System applications can be used by publishers to add value for readers and increase response for almost every type of Yellow Pages advertiser.** Here are a few of the ways that major Yellow Pages advertisers can use the Jump Code System in their print Yellow Pages advertising programs:

**Automotive:** Jump Codes printed in automotive dealer print Yellow Pages advertising advertising link readers to online photo galleries of dealer vehicle inventory and informational data pages on specific models available from the dealer's inventory, and special promotions available only to Yellow Pages shoppers.

By giving potential auto buyers a one-step link to photo and info pages on specific models available at the dealer, auto advertisers using Jump Codes in their Yellow Pages advertising move readers closer to the images and detail they need on specific vehicles of interest to them; this moves the reader one step closer to the dealer when making their final buying decision, and provides a strategic selling advantage to automotive advertisers who use Jump Code features in their Yellow Pages advertising, over their competitors who do not.

**Restaurants:** Printed Jump Code tags linking to Internet Media MenuCode™ features give Yellow Pages shoppers instant links to a participating restaurant's menu and/or Web site, where Yellow Pages shoppers can check dinner items, specialties, items, reservations, and current promotions.

**National Display Advertisers:** Jump Code-based features can be used by a wide variety of national Yellow Pages advertisers to link interested potential buyers to targeted promotions, to generate orders and response from the national advertiser's local Yellow Pages advertising campaigns. For example, retailers and franchise chains, such as auto repair, restaurants, and department and specialty stores, can use Jump Code features printed in their Yellow Pages advertising to link readers to special, targeted savings promotions on the advertisers' Web sites.

**Retail:** Jump Codes placed on a retailers' Yellow Pages display advertising link shoppers to special Yellow Pages-only promotional offers on the store location Web site, providing value-based incentives to Yellow Pages shoppers, and trackability to advertisers.

**Physicians:** Jump Codes printed on listings in physician and medical practice sections link patients to Web pages profiling doctor practice areas, specialties, and other useful patient information.

**The key to successfully competing with online media is for Yellow Pages publishers to utilize the power of print in new ways, to create new hybrid print and online features that solve advertiser and shopper needs, transforming Yellow Pages print and online capabilities into a new, combined media form that is superior to Internet-only local search.**

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**Benefits**

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*Benefits for Yellow Pages Publishers:*

- *Creates new value-added revenue centers in major Yellow Pages print advertising categories*
- *Boosts per-unit print advertising revenues*
- *Strengthens strategic advantage and selling power of print over online-only media and local net search*
- *Boosts Yellow Pages gateway Web site usage*

**For Yellow Pages publishers:** The Jump Code System represents an important new revenue-building opportunity for Yellow Pages print directory operations, boosting per-unit advertising sales for every major directory category, further integrating print advertising to online by linking the convenience of print to the speed and flexibility of the Internet;

**For advertisers:** The Jump Code System brings added direct response power to print advertising by giving advertisers an easy way to link interested buyers to specialized, trackable Web pages offering special promotions and in-depth product information;

**For readers:** The Jump Code System brings the speed and immediacy of response consumers have come to expect from the Internet to the printed page, and gives interested potential buyers the money-saving offers and detailed product information they demand in today's world of immediate access to information and buy-it-now transactions.

By combining the best features of print advertising with instant online access to targeted promotions, information, and transactions from print, Jump Code System applications used in print advertising help Yellow Pages directory publishers meet the threats posed by the Internet, giving advertisers and readers a new, combined form of print and online media access that is *superior* to online advertising, e-commerce, or other online-only media.

Internet Media, developers of the Jump Code System, can integrate Jump Code-based features into Yellow Pages print and online advertising operations, using both turnkey systems and, where applicable, customized implementation.

The patented Jump Code System is offered on a license basis to Yellow Pages publishers and other media owners. **For further information, please contact Internet Media at: (540) 349-2398, or visit our Web site, [www.jumpcode.com](http://www.jumpcode.com).**

