



Find.
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Connect.
WhitePages.com
206.973.5100

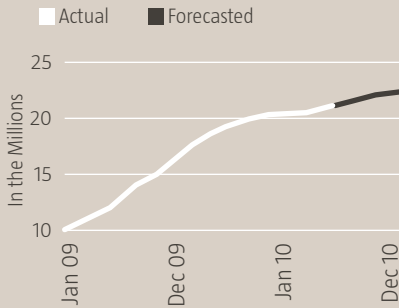


Cell Phones are Smarter— Advertising Should be Too

WhitePages makes it incredibly simple to reach the growing mobile audience with m.whitepages.com and our top-rated applications (available on Android, BlackBerry, iPhone). Our apps offer the same great features as our website; but on the go...Providing people with practical contact information for friends, family and colleagues as well as business listings when they need it most.

Whether you need to extend brand awareness, drive in-store traffic or reinforce outdoor initiatives, we can help you reach your audience with the latest in mobile like rich media, advanced targeting (results page by location or keyword), and more.

MONTHLY ORGANIC PAGE VIEWS



Service and support

- Landing page design and development
- Banner ad resizing
- Detailed reporting
- Conversion tracking

Advertising opportunities

AD UNITS

- Banners (MMA standard ad sizes)
- App banners iPhone
- Full page interstitials
- Rich media
- Text links

TARGETING

- Service provider
- Device type
- Daypart
- Page
- Contextual
- Location (DMA, Country)

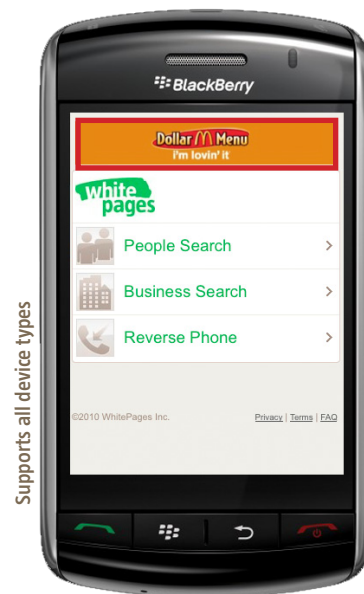
Mobile site features

- People and business search
- Reverse phone number
- Maps and directions
- Save-to-phone
- Click-to-call

Demographic composition¹

- Reach: **2.5mm** unique users (monthly)
- HHI: \$75K+ **49.2%**
- Age: 25-54 **66.3%**
- Male: **59.2%**
- Female: **40.8%**

¹ comScore Plan Metrix Mobile Feb 2010



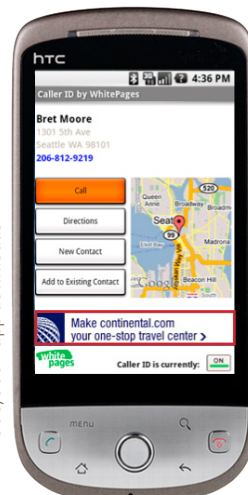
Your banner ad here



Custom landing page development included

Supports all device types

Android App ad placement over 300,000+ app downloads



iPhone App ad placement 5.5+ mm app downloads

