

Key Sources

LAYING THE FOUNDATION
ONE RECORD AT A TIME



Sources:

4,000 USA & **400** Canada

Library/Scan Ops:

- Researches books and creates a guide for compilation
- Scans and delivers visual images of pages to associates for zoning and edits

Production:

- Edit **100%** in-column & display ads
- Over **99%** accuracy standard

Core Information Collected:

- Address (Physical, Mailing & Landmark)
- Company Name & Phone Number
- YP Titles & SIC Codes

Value Added Information:



Contact Names & Professional Titles



Credit Cards Accepted



Email & Website Addresses



Fax & Toll-Free Numbers



Franchise & Cuisine Codes



Ad Size Codes



Year Established



Hours of Operation

