

TESTIMONIAL

Jan Read speaks from experience...



"Through our advertising experiences we have learned that nothing works better for us than the Cincinnati Bell Yellow Pages."

Perma Dry Waterproofing

Market: Cincinnati, OH Adult Population: 1,012,169
Directories Published: 980,000

Cincinnati Bell Yellow Pages
312 Plum Street, Suite 600
Cincinnati, OH 45202

Dear Cincinnati Bell Yellow Pages:

Perma Dry Waterproofing has been assisting customers, in the Cincinnati and Northern Kentucky area, with their waterproofing needs for the past 21 years. In 1981, we started advertising in the Yellow Pages. Five years ago we cancelled all Yellow Pages advertising and concentrated on local advertising and direct mail. That year was, by far, our worst business year. Presently, approximately 80% of our advertising dollars are invested in our local Cincinnati Bell Yellow Pages directories. Sometimes we receive as many as 12 calls a day with almost 75% of those calls coming from persons who have seen our ad in the Cincinnati Bell Yellow Pages.

Recently, we made the decision to develop our own Web site. We found that the process was quite effortless and what to thank our sales representative, Kay Tenenbaum, for all her hard work and dedication in making it a success. We have only been on the Internet a few short weeks, but it appears as if our decision was a good one. In fact, the first call we received from a customer who had seen our Web site turned into a job. Now we estimate that over 50% of the calls we receive are from customers who have seen us on the Internet.

Through our advertising experiences we have learned that nothing works better for us than the Cincinnati Bell Yellow Pages.

Sincerely,

Jan Read, Office Manager
Perma Dry Waterproofing
1001 College Drive
Batavia, OH 45103

*84% of Internet users rely on electronic media to search for information on products or services in order to make a purchase.**

Cincinnati Bell™ Yellow Pages 

www.CincinnatiBellYellowPages.com

*Source: Internet Trak, 1999