

# About Yellowbook360

Yellowbook is a 360-degree marketing company that has been helping small businesses grow and succeed for the last 80 years. Today's consumer has different options when looking for business information, and no single marketing solution will work. Yellowbook offers a full spectrum of marketing tools and services that go Beyond Yellow to lead our clients to success, now and in the future.

## The Yellowbook360 Story

The Yellowbook story is one of sustained success and growth. Through acquisitions and new product launches, we've grown from serving a small region on Long Island to meeting the marketing needs of small to medium size businesses nationwide. Today, we offer a colorful spectrum of products and services that connect buyers and sellers in towns across America.

Yellowbook was founded in 1930 based on one simple idea - 'local businesses need a lower cost advertising alternative that will generate leads', and Yellowbook grew to become the largest independent publishers of yellow pages nationwide. An advocate for small businesses, Yellowbook built its brand on service and integrity with an end goal of delivering the most complete and relevant local business information to consumers while providing affordable, customized and results-driven marketing solutions to our clients.

In today's environment, people now have many ways to find local business information, and no single marketing solution will work. Every business is unique and has different needs when it comes to advertising and marketing. Yellowbook, too, has evolved, and now offers multi-channel marketing solutions tailored to meet the specific needs of our clients and the audience they target. From full-page ads in Yellowbook to video ads on yellowbook.com, Yellowbook's expertise, guidance and wide spectrum of tools and services go Beyond Yellow to lead our clients to success.

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