

## Comprehensive Understanding of the Concept of Yellow Pages

They have been mostly considered as per the product and services. In case, you wonder how the name came up, the information was printed only on yellow pages, whereas, white pages were used for non-commercial advertisements.

### **How yellow pages came into existence?**

The usage of yellow pages came about accidentally, as someone who was printing the directory ran out of white paper and made use of yellow papers. Presently, all people have used it regardless they speak English language or not. However, in other nations, it has been referred to as golden pages. The yellow pages have been known to cater you with alphabetical business within the geographical area. They have been put under a single heading for similar business. The phone company mostly published these directories. Nonetheless, printing directories has become a business for several independent publishers.

### **Publishing and distribution of yellow pages**

Yellow pages or business directories are mostly published on yearly basis. They could be distributed free in a certain area. A majority of listing has been done in simple black text. Publishers have been known to make money by selling of advertising space along with listings for all headings. However, the space to be sold would differ in price based on price and the publisher. The advertisement could range from coloured twin page to simple advertisements in bold names.

### **Change of advertising price in yellow pages**

The cost on advertising on yellow pages tends to change every year despite the fluctuations of usage and distribution. The payment would be made once prior to the printing or could be made on monthly basis, especially after the printing for the year. It would be done, as after the respective year, new directory would be published. Usually, there have been sales representative who would be ready and willing to help their customers to design the ads. They would present the latest proof copy for their approval or review. Few contracts have been renewed every year without signing of a new contract. The onus of stopping the future printing of the advertisement would lie on the advertiser, as and when he or she wishes to stop being charged.

## About the Author

The advent of internet technology and mobile phones has seen the reduction of advertisements in yellow pages. The reduction has been for both advertisers and shoppers. People have been turning towards [online yellow pages](#) presently.

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