



## Yellow Pages Advertising



With your membership in the Pronto Smart Choice Advantage Service Center Program, you are now entitled to participate in a personalized National Yellow Page program through:



Bernstein-Rein Yellow Pages Advertising  
1201 Osceola Trail  
Carrollton, TX 75006-2949

Contacts: Beverly Sundstrom  
Phone: 972-820-5770  
Fax: 816-399-6866

Email: beverly\_sundstrom@bradv.com



Bernstein-Rein Yellow Pages Advertising Inc is able to place all styles of Yellow Pages listings, with PRONTO members receiving a national group discount off of publisher standard rate in the amount of 5% whether you advertise in one directory or several.

PRONTO members are encouraged to use this standard national program in order to have **one point of contact for all states, all publishers and all Yellow Pages advertising.** You can get your yellow pages budget figures used with just one call.

### **The benefit of using this service is as follows:**

#### **SAVE TIME... answers just a phone call away...**

**One contact** for all directories no matter who the publisher may be. Each order is transmitted electronically directly to the publisher, only after your signed approval is received, ensuring accurate information. Working in **your behalf** with the telephone companies and telephone directory publishers as a negotiator should any problems occur in print.



#### **SAVE MONEY... 5% off your bottom line for telephone directory advertising**

You receive a 5% discount on **PRONTO** advertising placed through Bernstein-Rein Yellow Pages Advertising Inc.

**Artwork** is provided **free of charge** and ad proofs are sent to you for approval via fax or email. You are able to see at a glance how much budgetary money is spent in Yellow Pages advertising:

- all directories
- all publishers
- all at once

No advertising is placed in any directory without your approval regarding cost and final ad copy. Call for references.

Our goal is to provide stress free assistance in the placement of telephone directories advertising.

**Call Bev at 972-820-5770 to discuss your advertising options.**