

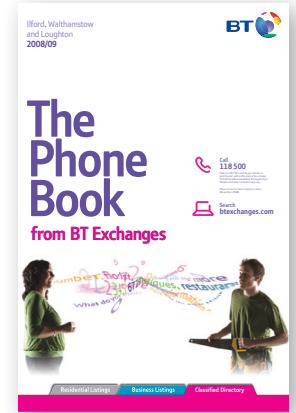
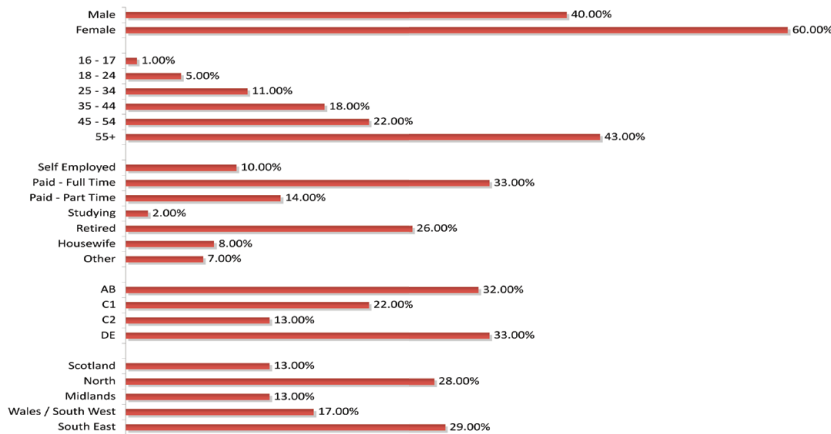
Powerful direct response with The Phone Book from BT

The Phone Book from BT is the UK's only 3-in-1 directory and offers advertisers one of the best value, high volume loose insert opportunities available in today's media market place. Through loose inserts in The Phone Book from BT advertisers have the opportunity to choose from 168 Phone Book areas which reach every home in the U.K – over 26 million of them!

Whether you are a large national advertiser looking for a cost effective broadcast media, or a regional advertiser looking at targeting your key regions, The Phone Book from BT is the ideal media channel for you.

The Phone Book User Demographics

83% OF THE ADULT POPULATION USE THE PHONE BOOK



Opportunity Details

Rate Card: **£25/'000**

New Advertiser Test:

250,000 at £25/'000 or 500,000 at £16/'000

Loose inserts with The Phone Book from BT generate exceptional results:

- 1. High Impact** - A maximum of 5 non-competing loose inserts can be distributed with each edition of The Phone Book from BT, ensuring maximum impact. Your inserts will not be lost in advertising "clutter" so will deliver tremendous response.
- 2. Geographical Targeting** - You can select the areas you want to target. Choose the regions where you have greatest penetration or select those that need extra support. 168 Phone Book areas let you pick the targeting that suits you best!
- 3. Massive Roll Out Potential** - Published at a rate of over 2 million new books per month, The Phone Book from BT enables you to target a truly massive 24 million households annually without duplication.
- 4. Effective Distribution** - Loose inserts are packed between the book and its protective polybag. Your inserts arrive in perfect condition and are the first thing the consumer sees.
- 5. Low Cost Broadcast Media** - Compared to Door to Door distributions BT offers a similar, high quality distribution at a fraction of the cost.
- 6. Volume and Test Discounts** - We offer attractive discounts for new advertisers and those placing large volume bookings. Call today to find out what we can do for you.
- 7. Special Print Inclusive Deals** - If you don't have inserts currently printed or want a one-stop print and media service, ask about our special print-inclusive deals. Our great print rates can give you significant cost savings - just let us know your requirements and we will put together the best value package possible.

The Phone Book from BT has a proven track record for driving cost effective response for loose insert advertisers across a wide range of sectors. We currently enjoy particularly high levels of repeat bookings from advertisers in the following markets:-



Insurance – Home, Motor, Health, Pet and Travel

Home Improvements

Charities

50+ Products & Catalogues



- See technical spec. for acceptable formats
- Copy approval required prior to booking
- 10% agency commission for accredited agencies

- Prices exclude VAT
- 1, 2 & 3 – source TNS usage tracker July 2007

