

# Hello. We are Ziplocal.

For over 40 years, we have been **delivering Leads** to local businesses

## Online.

- Full search engine packages ensure you get found where your customers are looking.
- Rich websites and social media packages: photos, videos, slideshows and more.



## Mobile.

- Free iPhone, iPad and Android apps featuring local information everywhere you search.
- Text and voice search for listings, videos, photos, maps, bookings and more.



## Print.

- Trusted coverage where your customers expect to find you — always available.
- For 40+ years we've helped small businesses in over 2/3 of the US create Leads.

For more information, contact  
**1.855.ZIPLOCAL**  
ziplocal.com

Life happens when you're **looking** for it



For local businesses across the USA who need customers to find them no matter how they're searching, Ziplocal is the advertising platform that delivers results.

Unlike online search engines or traditional print directories, Ziplocal works in all the ways customers work — online, mobile, print and more — and in local markets.

Ziplocal also provides advertising experts to help local businesses most effectively allocate their marketing dollars and drive leads.

### KEY FACTS

- Ziplocal supplies a broad range of services including mobile, online and print.
- Ziplocal, formerly PDCpages, recently merged with Your Community PhoneBook to expand its operations from West to East Coast.
- Ziplocal publishes over 300 U.S. print directories.
- We have been named Publisher of the Year five times by the Association of Directory Publishers.
- Our revolutionary iPhone App was #7 of the top ten downloaded Apps in its category during its first week of release.

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# PRESENCE PRODUCTS for Sales Opportunities



## VIDEOS – Dynamic Content & Motion

- Videos deliver the richest experience to your customers
- Bring your business to life and convert consumer searches to actual leads.
  - Show your video on your website, on ziplocal.com, on YouTube and top video sites for one great price.
  - Show, don't tell! Our custom videos allow you to showcase your services for maximum R.O.I.

Videos attract new customers and showcase your business.



## Ziplocal.com – ONLINE SEARCH LISTINGS

- Integrated videos, search optimized listings and lead capture tools
- Customers find local businesses every way they search.
  - Ziplocal.com delivers local results for local businesses.
  - Advertising experts help local businesses build the right media mix to generate leads.

Maps, videos, listings, lead capture tools, social sharing on Facebook and more.

## WEBSITES



- Ziplocal Sites** for leads  
Powerful website creation and management to generate leads
- Unlimited website pages.
  - Search Engine Optimized (SEO).
  - Custom top-level domain name.
  - Branded email accounts.
  - Support when you need it.
  - Website performance tracking stats.



## Facebook Pages Integration

- Build a fan base and attract new customers  
Reach 500-million Facebook users:
- Find and convert new customers.
  - Customize your welcome page.
  - Add videos and images.
  - Integrate with Facebook Apps.
  - Access powerful fan-building tools.



## MOBILE SEARCH

Find local businesses anywhere, anytime.

- Voice-activated search
- Text-activated search
- Integrated local maps
- Rich business listings
- Images and videos
- In iPhone App Store

Our free mobile apps for iPhone, iPad and Android put your business listing everywhere customers are searching.



## PRINT

Still #1 after all these years

- Directories deliver high-value customers and high-value decisions.
- 300+ directories across US reach 18,000,000+ homes and businesses.
  - Trusted coverage where your customers expect to find you — always available.
  - For 40+ years we've helped businesses create Leads across over 2/3 of the US.
  - Proven generator of leads with highest-value demographics.
  - Customers who reach for directories are ready to buy.



# PERFORMANCE ADD-ONS to Drive Results



## LocalLeads

- Expert-Verified Leads
- No-risk online and mobile advertising.
  - Targeted locally, regionally, nationally.
  - Pay only for expert-verified calls.
  - Clicks and calls equal results.
  - Top online, mobile and ad networks all through LocalLeads.
  - Manage targeting and reach locally, regionally, nationally.

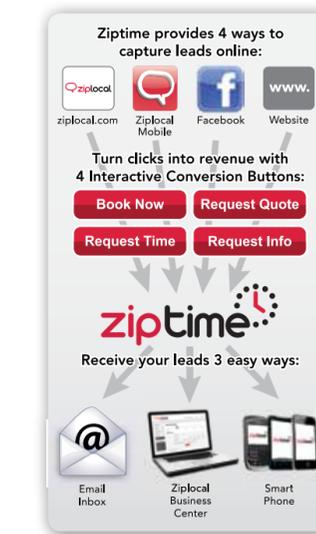


## Reputation Management

- 1 dashboard to track everything said about your business online  
Who is talking online about your business?
- Customers? Partners? Reputation Management will tell you.
  - Where does your business listing appear online?
  - Instant Visibility ensures you appear everywhere.

## Instant Visibility

- Add Instant Visibility to Reputation Management:
- A custom service for expert, hands-on listings management.
  - Ensures your business is listed everywhere.
  - Guarantees listings are accurate and optimized.
  - Expert help to keep your listings always up to date.
  - Boost your reputation to boost your referrals and generate new leads!



## Ziptime

- Delivering leads straight to your inbox  
Ziptime provides 4 ways to capture leads online:
- ziplocal.com
  - Ziplocal Mobile
  - Facebook Page
  - Your website

- Turn clicks into revenue with 4 Interactive Conversion Buttons:
- Book Now
  - Request Quote
  - Request Time
  - Request Info



## LeadCapture

- Turn clicks into revenue with 2 Interactive Conversion Buttons:
- Request Quote
  - Request Info