



# *CT PhoneBook.com*

*"Where Connecticut Businesses and Consumers Connect"*







CTPhoneBook.com, LLC  
135 Day Street  
Newington, CT 06111

Phone : 860.953.8545  
Fax : 860.953.2346  
Email : info@ctphonebook.com  
Web : http://www.ctphonebook.com

Online Business Directory and Internet Marketing

# Advertisement pricing

On Home Page      On Search Results

Button	Call	Call
--------	------	------

Button advertisements are the most inexpensive way to increase your exposure online. They are an effective solution alone or even more powerful when used in conjunction with traditional advertising campaigns. Buttons are typically located on the right hand side of our web pages. (See samples on page 22)

Tower	Call	Call
-------	------	------

Tower advertisements are larger in size and assist in branding your company, requesting a call to action or simply directing traffic to a specific area of your listing (coupons, help wanted, gift certificates, etc). These ads are also located on the right side of our web pages. (See samples on page 22)

Banner	Call	Call
--------	------	------

Banner advertisements are the most traditional as well as the most common form of online advertising. Your advertisement appears in rotation with other banner ads. The banner ads are located at the very top of each page, which is "prime real estate" when advertising online. (See samples on page 22)

Pop-Up	Call
--------	------

Pop-Up advertisements are not initiated by the user and are designed to "pop-up" over the page content. They are considered the most effective form of advertising because they are impossible for the user to avoid. CTPhoneBook.com policies limit the number of Pop-Up ads so you can be assured you won't be missed. (See samples on page 23)

Pop-Under	Call
-----------	------

Pop-Under advertisements are also not initiated by the user and "pop-up" behind open browser windows. Because they are the largest sized ads we offer, there is more flexibility with regard to creativity. These ads can contain images and photographs in combination with "call-to-action" text. They make a very powerful statement. (See samples on page 23)

Business of the Week (Buy up to 6 non-consecutive weeks per year.)	Call
--	------

Business-of-the-Week advertisements provide the business owner with an opportunity to place their company "in the spotlight". CTPhoneBook.com reserves the best location on the front page (home page) of our web site to allow us to show your company off. This space is so popular we expanded from business-of-the-month to business-of-the-week. (See samples on page 22)

Priority Placement	Call
--------------------	------

Priority Placement allows you to "boost" your listing to the top of your category by paying for better placement in the search results. Since we list our customers alphabetically, CTPhoneBook.com offers this service to be fair to all of our customers regardless of what letter their company name begins with. This gives ANY company the ability to be at the top of the list.