White Pages® Online Quick Finder Advertising Rules

Issued: March 2014

White Pages® Online Quick Finder Rules are to be used as an appendix to the core White Pages® directories Entry Policy & Rules. Only Rules which are supplementary to the White Pages® directories Entry Policy & Rules have been included. Where any of the following are in conflict with the current White Pages® Entry Policy & Rules, these supplementary Rules take precedence.

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**Introduction**

This document applies to all advertisers within the White Pages® Online Quick Finder product (Quick Finder).

**Intent:**
- To preserve the quality and integrity of the White Pages® Online Internet site and the associated products/services for the benefit of the user.
- To allow national uniformity in the content and presentation across the Quick Finder categories and states.
- To provide customers with consistent, equal and fair treatment.

**Product Description**


The Quick Finder provides a selected number of categories with a limited number of logo and promotion positions within each category/state.

The White Pages® Online Quick Finder includes 2 product components within each defined business category as follows;
1. **GOLD**- A logo position; or
2. **SPONSORSHIP**-Business name sponsorship within a category/state

Advertisers can purchase a logo product within applicable categories / states. When clicked the logo link directs users to the customers' current White Pages® Online listing information.
Entry & Advertising Criteria

The Advertising organisation:
- Must be a viable Commercial organisation with presence throughout Australia or within the applicable state
- Must have a White Pages® directory business listing
- Main business activities meet Quick Finder category rules. Refer to Quick Finder Categories chapter.
- Customers enter into the White Pages® Online Quick Finder Contract and agree to meet the terms & conditions of the contract. The responsibility for the accuracy of advertising rests with the customer. Logo or slogan content, which is considered misleading, will not be accepted.

Subject to compliance with these entry policies and rules, the final acceptance of advertising the White Pages® Online Quick Finder rests with the White Pages® Online Product Manager.

Product overview

White Pages® Online Quick Finder product will include 2 product offerings. These include a Gold Logo product and the Sponsorship product offer.

Gold Logo product

- The gold logo product includes premium logo positioning within the selected Quick Finder categories. A total of 18 categories are offered, with a maximum of 16 gold logo positions available within each category state. When a category and state is selected the results page shows all 16 business gold logos. When clicked the business logo directs you to the customer’s White Pages® Online listing. The business gold logos are positioned as ‘no typing – just clicking’. This provides users with convenient access to some of the most frequently searched for businesses on White Pages® Online.
- The placement of the tiles are randomised. No position is guaranteed.
- For advertisers the White Pages® Online Quick Finder product is centred on a premium/exclusive offer aimed at brand building, brand recognition and brand recall within the context of increasing the ease with which customers can access a customer’s (Sensis) business and contact information.
- Purchase of Quick Finder positions is limited. The product can only be sold if there is a position available
- Logos may be refused and or removed from the site if they have been inappropriately sold
- Within the Quick Finder Category Logo page, logos are presented in a 2 x 8 grid format (maximum 16 logos) are presented alphabetically (from left to right) according to the organisation name.
- The customer’s White Pages® Online Quick Finder listing may also include a link to:
  - the customer’s White Pages® Online listing information; and
  - the customer’s internet website if required.

Logo Presentation

- Logo size: Maximum logo size is 138 pixels wide by 95 pixels high.
- Spacing: There are 15 pixels of white space between each logo. Advertisers requiring additional white space around their logo can reduce the size of their logo within the 138 x 95 pixel logo space.
- Positioning: Logos may be left justified, centered or right justified in the space provided.
- File size: Logos will be saved in gif format (or other suitable format) and will have a maximum file size of 5k.

Logo Slogans

The logo must have a clear relationship with the listed entry name and can be:
- A trade mark, symbol, picture of stylised type
And may include:
- Letters, words, name, signature, numeral, device, brand, heading, label, aspect of packaging, shape.

Slogans

An organisation ‘slogan’ may be included if they form part of the logo, and provided it fits within the overall area allowed (138 pixels wide x 95 pixels high). The slogan may appear at the bottom of the logo, or anywhere else within the space provided.
The slogan:
- Must not include any prices or reference to pricing (e.g. 6 months interest free, 10% discount etc)
- Must not make any unsubstantiated claims (e.g. the biggest and best, most reliable in Australia etc)
- Must be synonymous with the brand

Additional Text
Customers may also include a consumer “call to action statement” such as ‘click here’ to further confirm their Quick Finder is a clickable link and to differentiate the Quick Finder next to other Quick Finder customer logos. Final approval of additional information within the Quick Finder logo area rests with the White Pages® Product Manager.

Note the logo must still maintain the majority of the position. For example an advertiser may wish to put:
- “Click here for more info” with their logo.
- A company slogan.
- “Expert financial advice” would be an example of a general business statement.

Sponsorship Product
- The sponsorship product includes a premium logo position within the selected Quick Finder categories. The objective of the Sponsorship product is to complement rather than to supplement the search results. The sponsorship product has been designed to provide advertisers with exposure within Quick Finder pages that complement their target market needs. They cannot compete against businesses in that category.
- A total of 18 categories are offered, with one sponsorship position available within each category state. A total of 72 sponsorship positions available.
- The sponsorship product takes the form of a Business Logo at the top of the Quick Finder result page, which has been purchased to appear within a specific category state. When clicked the Business logo name link will direct you to the customer’s White Pages® Online listing or directly to the customer’s website.
- Sponsorship product may be refused and or removed from the site if they have been inappropriately sold
- Purchase of Quick Finder positions is limited (1 per category per state). The product can only be sold if there is a position available.
- To purchase a sponsorship product in a category the business must not have a Gold logo
- The category must be deemed to be industry related ie complementing the category.
- The Product Manager has the authority to cancel, remove or reject sponsorship products in categories where a conflict exists or where the business logo does not complement the category.
- Advertising must not promote alternative services under categories that are not intended for that kind of business, for example, Do-it-yourself Insurance under “Banks”.
- Final acceptance and entry of a customer into the White Pages® Online Quick Finder product is at the discretion of the White Pages® Product Manager.

Submission of content
- To ensure accurate representation of Advertiser logos and slogans, the following guidelines have been developed to aid submission of content. Logos and slogans will be presented per the White Pages® Online Quick Finder Entry Policy and rules.
- Logos and slogans will be sized to fit within these rules, however to ensure the most accurate representation of the logos, original content must be submitted per the following guidelines.
- Files formats:
  - Preferred (eps, ai(vector), high quality tiff, JPEG)
  - Acceptable (gif files sized according to above specifications
- File naming - Appropriate file name extensions should be used to ensure files can read on PCs and Macs.
- Colour Palette - Provision of the logo colour palette in RGB or CMYK format will ensure that screen colours are represented as accurately as possible.
- If sending more than one version of the logo, the preferred logo must be clearly specified.
- Fonts - Provision of logo text and/or slogan font specifications (and provision of any non-standard fonts in TrueType format) will ensure slogs and/or text are clearly readable.
- Media – Acceptable (Email, CD-Rom)
- Guidelines - Provision of logo usage guidelines will ensure logos and/or slogans are presented as accurately as possible.
- Contact details - Provision of the name, email address and phone number of a contact who can answer questions and supply details about logos and/or slogans would be appreciated.
## Quick Finder Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Services</td>
<td>Organisations providing Automotive Services and Products such as Accessories, Air-conditioning, Clubs, Detailing, Electrical services, Fabric protection, Paint and paint protection, Parts (new and used), Roadside service, Safety equipment, Service and repairs, Transmissions, Window tinting.</td>
</tr>
<tr>
<td>Beauty</td>
<td>Organisations providing Beauty services and or products, including businesses such as Beauty Salons, Hairdressers, Day Spa’s, Health Resorts, providing services such as Skin Health, Makeup, Hairdressing Services, Aromatherapy, Massage, Hand and Foot care and general well-being philosophies.</td>
</tr>
<tr>
<td>Banking &amp; Finance</td>
<td>Organisations involved in banking activities and providing related products and services such as Automatic Teller Machines, Cheque accounts, Credit Card, Currency exchange, Financial planning, Home loans, Investment services, Personal loans, Savings accounts, Superannuation. Organisations suitable for entry in this category are Banks, Building Societies, Credit Unions, Merchant Banks, Mortgage brokers, Mortgage security, Trading Banks.</td>
</tr>
<tr>
<td>Car, Bus &amp; Truck Hire</td>
<td>Organisations providing automotive rental &amp;/or hire services and products such as Automotive accessories (e.g. mobile telephones), Campervan hire, Car hire or rental, Car leasing, Chauffeur services, Limousines – chauffeur driven, Limousines hire, Mini-bus hire, Off-Road vehicles, Truck &amp; Bus hire, Utility hire.</td>
</tr>
<tr>
<td>Car Dealers</td>
<td>Organisations involved in automotive manufacturing and sales activities and providing products and services such as Automobile manufacturing (Local or International), Car Dealers, Car retailing, Car Sales, Car wholesaling, Car Valuations, Cars – New, Fleet sales, Off-Road vehicles, Panel Vans, Utilities, Vans.</td>
</tr>
<tr>
<td>Health</td>
<td>Organisations providing Health and wellbeing products and services may promote their business under this section. Relevant Health related businesses include General Health Therapies, Health Insurance, Cosmetic Medicine and Procedures, Health &amp; Beauty Businesses, Dental Health, Health Consultants and Management services.</td>
</tr>
<tr>
<td>Real Estate</td>
<td>Organisations involved in Real Estate and providing products and services such as the buying, selling, lease, renting of Houses, Apartments, Commercial properties. Organisations suitable for entry in this category are Real Estate Agencies, Property Management, Real Estate Buyers Agents, Real Estate Advisory Services, Real Estate Listing Services, Real Estate Sales Advisory Services.</td>
</tr>
<tr>
<td>Communications</td>
<td>Organisations involved in Communication activities and providing products and services such as Accessories, Basic line services, Data services, Directory services, Local calls, Long distance calls, Mobile Telephone services, Mobile Telephones, Payphones, Resale and intercarrier services, Teleconferencing, Telephone equipment, Text and Internet services. Organisations suitable for entry in this category are Telecommunication Carriage service providers, Telecommunication Carriers, Internet service providers, Telecommunication Resellers.</td>
</tr>
<tr>
<td>Computer &amp; IT</td>
<td>Organisations associated with the computer and IT industry providing services and or products such as computer hardware, software, electronics, Internet and networking solutions, telephony e-commerce and computer services.</td>
</tr>
<tr>
<td>Employment Services</td>
<td>Organisations providing recruitment services and support for the purposes of recruitment and employment.</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
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<tr>
<td><strong>Legal Services</strong></td>
<td>Organisations including Solicitors providing legal advice creation of legal documents for clients, and representing clients in legal negotiations and representation. May include other legal services such as the promotion of conveyancing, legal aid, legal support services.</td>
</tr>
<tr>
<td><strong>Travel &amp; Accommodation</strong></td>
<td>Organisations involved in Travel activities and providing products and services such as Accommodation, Air travel, Bus, train and sea travel, Domestic Travel, International Travel, Ticket agencies, Tour services, Travel accessories, Travel agency services, Travel insurance. Organisations suitable for entry in this category are Airlines, Booking agencies, Bus &amp; train operators, Tour operators, Tourist information services, Travel agencies.</td>
</tr>
<tr>
<td><strong>Home Loans</strong></td>
<td>Organisations providing and facilitating home loans, such as Banks, mortgage finance providers, mortgage brokers.</td>
</tr>
<tr>
<td><strong>Superannuation</strong></td>
<td>Organisations providing and facilitating superannuation schemes and funds.</td>
</tr>
<tr>
<td><strong>Shopping</strong></td>
<td>Organisations providing shopping services, including retail shops, Online shopping sites, wholesale shopping where there is a goods and services area available to site users.</td>
</tr>
<tr>
<td><strong>Eateries &amp; Dining</strong></td>
<td>Organisations must be providing dining or food services.</td>
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<tr>
<td><strong>Home Renovation</strong></td>
<td>Organisations must provide Home Renovation services or products.</td>
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</tbody>
</table>

**General White Pages® Standards and sensitive words**
Entries must not contain words that are vulgar, obscene, offensive or that suggest illegal activity or material which is likely, having regard to contemporary attitudes of Australian society, to be unsuitable for or harmful to those under 18 years of age, or offensive to reasonable adults.

If consultants are unsure about the validity of an entry, they should contact the product manager in the first instance.

**Cancellations**
For information on cancellation terms for this product please read the Online Product Contract Terms.