Yellow Pages® and White Pages®
Brand Awareness Products
Advertising Rules

Issued: March 2014

Brand Awareness Products appearing in Yellow Pages® and White Pages® directories are required to comply with all relevant Yellow Pages® Advertising Rules and White Pages® Entry Policy & Rules, as well as the following Advertising Rules which are specific to Brand Awareness Products. Where any of the following are in conflict with the current Yellow Pages® Advertising Rules or White Pages® Entry Policy & Rules, these Advertising Rules shall take precedence.

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THESE PRODUCT STANDARDS FORM PART OF THE PRODUCT CONTRACT TERMS.

Produced by:

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Introduction

This document represents the product rules for advertising appearing on or within Yellow Pages® and White Pages® directories viz., Covers, Spines, The Telco Page, Government Theme Page, Banner Advertisements, Badge Advertisements, Sponsored Pages, Onsert/Insert and Fast Find Full Pages.

These advertising rules are designed to complement the existing Yellow Pages® Print Advertising Rules and White Pages® Entry Policy & Rules. Where any of the following are in conflict with the current Yellow Pages® Print Advertising Rules or White Pages® Entry Policy & Rules, these Advertising Rules shall take precedence.

Sensis Pty Ltd reserves the right to change this policy as it sees fit to meet company objectives and to ensure all advertisers are treated equitably and consistently.

These business initiatives present product offerings that allow businesses to promote their brands, products and services through new channels and enhanced non-traditional directory advertising.

These products are also designed to complement the Yellow Pages® and White Pages® directories and as such, some products may not be available to all Yellow Pages® and White Pages® directories. The product descriptions provide an overview of the product.

Advertiser Criteria

The following guidelines are to be used in the assessment of advertisers for Brand Awareness Product advertising:

- The organisation must be a viable commercial or non-profit organisation with a presence in Australia,
- The organisation must provide products and services, which are consistent with the brand values for Yellow Pages®, White Pages®, Sensis Pty Ltd and Telstra Corporation Limited,
- The organisation must be in agreement with and in acceptance of the business objectives of the Yellow Pages® and White Pages® directories, Sensis Pty Ltd and Telstra Corporation Limited,
- The organisation must be a responsible corporate citizen and be able to demonstrate a high level of goodwill,
- The organisation must be a reputable firm, government department or agency,
- The organisation must have a significant level of commitment to and focus on Australia,
- The organisation must be able to provide these products and/or services in the distribution area of the Yellow Pages® and White Pages® directories for the full life of the publication.

The organisation must comply with the Yellow Pages® Print Advertising Rules and the White Pages® Entry Policy and Rules in addition to the Sensis Products Contract Terms and Conditions.

Subject to compliance with these rules and criteria, the final acceptance of Brand Awareness Products sales rests with the Product Integrity Specialist.

Advertising is also accepted on the basis that advertisements are deemed to be suitable. The final decision as to whether an advertisement is appropriate rests with Sensis Pty Ltd. Sensis reserves the right to exclusively determine the appropriateness of the advertisement content or format, and reject any proposed advertisement that Sensis considers to be inappropriate.
Acceptance of Advertising

Advertisers who have current Brand Awareness Product advertising have the first right to purchase the same Brand Awareness Product for the subsequent year’s advertising where that product is offered in the subsequent year.

However, the advertiser must contact Sensis Pty Ltd to indicate their intention to renew their advertising at least three (3) months before the public close date of the relevant metropolitan directory or two (2) months before the public close date of the relevant Regional directory (excluding Outsourced Regional directories—see Acceptance of Advertising-Outsourced Regional Directories). Acceptance of renewal of the advertiser’s advertising is completely at the discretion of Sensis.

If Sensis allows the advertiser to renew their advertising, the advertiser must re-contract with Sensis at least three (3) months before public close date of the relevant metropolitan directory or two (2) months before the public close date of the relevant Regional directory as published in the Sensis® ‘Close and Issue Date’ brochure (excluding Outsourced Regional directories—see Acceptance of Advertising-Outsourced Regional Directories).

Individual ‘Brand Awareness Products’ and ‘Information Pages’ in Yellow Pages® and White Pages® directories must not look like any other ‘Brand Awareness Products’ or ‘Information Pages’ and must be clearly delineated as advertising material that does not present itself as having any association with Yellow Pages® or White Pages® brands or products.

For each Yellow Pages® or White Pages® directory if an advertiser purchases the Spine product they are unable to purchase any other cover awareness product (Outside Back Cover/Front Cover Billboard/Insert).

Note: Advertisers for Brand Awareness Products are not required to have advertising in any other Sensis directory products.

Unless Sensis at its absolute discretion allows otherwise, an advertiser is eligible to purchase a Brand Awareness Product into an available Yellow Pages® In the Car directory when they:
- Maintain or increase their immediately preceding years’ advertising spend* in the Yellow Pages® Metropolitan or Regional campaign which corresponds to the relevant Yellow Pages® In the Car directory; or

* Note: Spend does not include repurposed entries online or any other directory product such as Yellow Pages® Online or Yellow Pages® Mobile.

Acceptance of Advertising- Selected Outsourced Regional Directories

- Advertisers who have current Brand Awareness Product advertising in the following Regional directories who want to apply to renew the same product for the subsequent year’s advertising must contact Sensis Pty Ltd to indicate their intention to renew their advertising and re-contract with Sensis within three (3) months of the commencement of the sales canvass period for the next edition of the relevant Regional directory, as notified by Sensis to the advertiser. If the advertiser does not renew their Brand Awareness Product advertising within this period, Sensis may offer that advertising to other advertisers without prior notice to the current advertiser. Acceptance of renewal of the advertiser’s advertising is completely at the discretion of Sensis. These books are:

<table>
<thead>
<tr>
<th>Yellow Pages Code</th>
<th>Book Name</th>
<th>Yellow Pages Code</th>
<th>Book Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>N01Y</td>
<td>Tamworth</td>
<td>N22Y</td>
<td>Taree</td>
</tr>
<tr>
<td>N02Y</td>
<td>Wagga Wagga</td>
<td>V03Y</td>
<td>Ballarat</td>
</tr>
<tr>
<td>N05Y</td>
<td>Dubbo</td>
<td>V04Y</td>
<td>Bendigo</td>
</tr>
<tr>
<td>N09Y</td>
<td>Kempsepy</td>
<td>V07Y</td>
<td>Wangaratta</td>
</tr>
<tr>
<td>N11Y</td>
<td>Muswellbrook</td>
<td>V05Y</td>
<td>Warrnambool</td>
</tr>
<tr>
<td>N12Y</td>
<td>Bathurst</td>
<td>Q04Y</td>
<td>Toowoomba</td>
</tr>
<tr>
<td>N14Y</td>
<td>Albury</td>
<td>Q07Y</td>
<td>Beaudesert</td>
</tr>
<tr>
<td>N15Y</td>
<td>Goulburn</td>
<td>Q08Y</td>
<td>Roma</td>
</tr>
<tr>
<td>N16Y</td>
<td>Nowra</td>
<td>Q10Y</td>
<td>Mackay</td>
</tr>
<tr>
<td>N20Y</td>
<td>Bega</td>
<td>Q02Y</td>
<td>Rockhampton</td>
</tr>
</tbody>
</table>
Policy
An advertiser with a Brand Awareness Product may retain their existing Yellow Pages® and/or White Pages® directory advertising whether in-column and/or display entry. All normal advertisements will be charged at the normal Yellow Pages® directory rates or White Pages® directory rates.

Where telephone numbers are Telstra FREECALL™ 1800 numbers and the word ‘FREECALL™’ is used in a product promoted in these Advertising Rules, the following footnote must be included on the page:

‘* A free call from most fixed Telstra services. Other carriage service providers may apply charges.’

Supplying Artwork
Artwork shall be developed in consultation with the advertiser but is subject to the relevant Product Manager’s approval.

When supplying artwork for Yellow Pages® and White Pages® directories, it is recommended that you adhere to the specification outlined in the document ‘How to Supply Electronic Art’ located on the following website:


Guidelines for Appearance
Advertising on or within Yellow Pages® or White Pages® directories must be clearly separate from any branding by Telstra, Sensis or Citysearch® and must be clearly delineated as advertising. An advertiser cannot use any corporate colours of Sensis or Telstra or Citysearch® or any of their brands.

Definitions
The following definitions apply to all Rules:

Competitive Heading
- Any heading where a proposed advertisement is directly competitive to advertisements under the heading in accordance with the intent of that heading.

Complementary Heading
- Any heading that the advertiser is not normally entitled to advertise under but whose goods and/or services are complementary to the goods and/or services offered under the heading.

Natural Heading
- Any heading that the advertiser is entitled to advertise under in accordance with the heading intent and the goods and/or services offered.

Sensitive Heading
- Any heading incorporated under the Sensis Product Standards sensitive headings list. (as amended from time to time)
Mobile Codes
Mobile Codes are available in selected Yellow Pages® Brand Awareness Products – refer to Entry Criteria or Constraints in specific product rules section in this document.

Mobile Code specifications and rules must comply with the Yellow Pages® Advertising Rules document with the following addition:
- Due to the compact size of the Front Cover Billboard advertisements the disclaimer & the call-to-action are not restricted to be located directly below the Mobile Code – they may be located elsewhere in the advertisement.

SMS Keywords
SMS Keywords are available in selected Yellow Pages® Brand Awareness Products – refer to Entry Criteria or Constraints in specific product rules section in this document.

SME Keyword specifications and rules must comply with the Yellow Pages® Advertising Rules document. Only one SMS keyword is permitted to be included in each Yellow Pages® Brand Awareness Product.
# Quick Reference Matrix of product vs directory

<table>
<thead>
<tr>
<th>Product</th>
<th>Yellow Pages</th>
<th>White Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Metro</td>
<td>Hobart (Co-bound)</td>
</tr>
<tr>
<td>Badge</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Banners</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Fast Find Full Page</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Front Cover billboards</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Front of Book Billboard</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Govt theme page</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Insert</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>ONSERT</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Spine - Large</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Spine - Small</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sponsored Pages</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

* For co-bound WP refer to YP co-bound columns in this table
Badge Advertisements (YP only)

**Description**

A Badge Advertisement is paid in-column filler of size 3 Space dimensions linked to and appearing immediately under the first occurrence of the Heading Description block and any 'See also' reference for that heading.

Placement of a Badge Advertisement under any heading is subject to the availability of sufficient copy matter within the heading on a particular page.

A Badge Advertisement can be purchased within any heading except Competitive Headings, Sensitive Headings or Natural Headings and must not unfairly disadvantage advertisements in adjacent headings.

**Entry Criteria**

Badge advertisements are available in the following directories:
- Yellow Pages® Metro
- Yellow Pages® In The Car
- Yellow Pages® Regional Stand-alone
- Regional Co-bound

Badge Advertisements have no set image structure and include the following components;

**Mandatory:**
- Business/Company/Government Department/Organisation names;

**Optional:**
- Images representing the business or products;
- Logo, in the form of Logos or Brands representing the advertiser’s product or brand;
- Slogan and/or Advertising copy;
- Internet address and/or email address;
- A single Telephone number that can be accessed by directory users in the directory distribution area;
- Locality only (No Street address); and/or
- Name of the product and/or brand and/or service details.

Only one Badge Advertiser is permitted to appear within each heading.

**Placement and Dimensions**

Dimensions of the Badge Advertisements are as follows:

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badge Advertisements</td>
<td>Yellow Pages® Metropolitan &amp; Regional directories</td>
<td>39.1mm high x 40.2mm wide</td>
</tr>
<tr>
<td></td>
<td>Yellow Pages® In the Car directories</td>
<td>29.3 high x 30.1mm wide</td>
</tr>
</tbody>
</table>
Layout

Each Badge Advertisement will appear immediately after the first In-column Heading Description and any 'See also' reference and before any in-column listings.

The following grid indicates the placement of a Badge Advertisements on a page relative to the Heading Description block.

Placement of Badge Advertisements:

Note: there is no guarantee of placement in the top left corner of a page. Placement is dependant on the location of the Heading Description block on the page which can vary.

Constraints

Badge Advertisements are not available for the promotion of tobacco-related products; drugs of addiction or sex related industries.

Badge Advertisements are not available within the ‘Sensitive Headings’ as listed in the Sensis Product Standards.

No reference may be made to page numbers, other directory listings or other advertisements.

Only one Badge Advertisement may appear within a heading.

Badge Advertisements may not appear within a heading that contains a Banner Advertisement.

Mobile Codes & SMS Keywords are not permitted in Badge Advertisements.
Banner Advertisements (YP only)

**Description**

Banner Advertisements are available in Full Process colour. Banner Advertisements in metropolitan and regional directories are placed at the bottom of the page of a heading that carries at least two (2) columns of advertising copy, and the Banner Advertisements can appear on up to the first three pages of a heading. This must be the same advertisement.

A Banner Advertisement can be purchased within any heading except a Competitive Heading, Sensitive Heading or Natural Heading and must not unfairly disadvantage advertisements in adjacent headings.

**Entry Criteria**

Banner advertisements are available in the following directories:

- Yellow Pages® Metro
- Yellow Pages® Regional Stand-alone
- Regional Co-bound

Banner Advertisements have no set image structure and include the following components:

**Mandatory:**
- Business/Company/Government Department/Organisation names;

**Optional:**
- Images representing the business or products;
- Logo, in the form of Logos or Brands representing the advertiser’s product or brand;
- Slogan and/or Advertising copy;
- Internet address and/or email address;
- A single Telephone number that can be accessed by directory users in the directory distribution area;
- Locality only (No Street address); and/or
- Name of the product and/or brand and/or service details.

Only one Banner Advertiser is permitted to appear within each heading.

**Note:** Banner Advertisements must not appear under adjacent headings where they are likely to create any positioning advantage by way of ‘Classification Jumping’ (Advertisements appearing in a heading immediately preceding the heading they are naturally entitled to appear in).

**Placement and Dimensions**

Banner Advertisements appear at the bottom of a page and have the following dimensions:

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Advertisement</td>
<td>Yellow Pages® Metropolitan and Regional directories (1 or 3 pack avail)</td>
<td>30.7mm high x 168.3mm wide</td>
</tr>
</tbody>
</table>
**Layout**

The following grids indicate the placement of Banner Advertisements in those cases where the first three full-pages of a heading are laid out.

**Placement of Banner Advertisements:**

<table>
<thead>
<tr>
<th>Page 1</th>
<th>Page 2</th>
<th>Page 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 1</td>
<td>Banner 2</td>
<td>Banner 3</td>
</tr>
</tbody>
</table>

**Constraints**

Banner Advertisements are not available for the promotion of tobacco related products; drugs of addiction or sex related industries.

No reference may be made to page numbers, other directory listings or other advertisements.

Banner Advertisements must not include street address details.

Headings featuring Banner Advertisements must not include any Badge Advertisements.

Banner Advertisements are not available in Locality Guides.

Mobile Codes & SMS Keywords are not permitted in Banner Advertisements.
Fast Find Full Page (YP only)

Description

The Fast Find Full Page is a corporate profiling and advertising medium and, as such, advertisements must comply with a stringent set of selection criteria. Fast Find Full Page advertisements provide content for branding or company information reference purposes.

A business, company, recorded information supplier, government department or community organisation may purchase one or more Fast Find Full Page advertisements to promote its corporate image, products and/or services, company philosophy, or government/community message.

Entry Criteria

The Fast Find Full Page products are available in the following directories:
- Yellow Pages® Metro
- Yellow Pages® In The Car
- Yellow Pages® Regional Stand-alone
- Regional Co-bound

Full process colour is included as a standard offering in all Fast Find Full Pages.

Fast Find Full Page advertising may include the following components to promote business brands, products and/or services and to complement the design concept:

- **Mandatory:**
  - Business/Company/Government Department/Organisation names;
- **Optional:**
  - Images representing the business or products;
  - Logo, in the form of Logos or Brands representing the advertiser;
  - Slogan and/or Tactical message for the business;
  - Internet address and/or email address;
  - Contact number(s);
  - Location or Address Details, if required;
  - Specialisation of business;
  - Product and/or service details and/or
  - Mobile Codes
  - SMS Keywords

Advertisers must also comply with the relevant Yellow Pages® Print Advertising Rules and White Pages® Entry Policy and Rules, and Sensis Product Standards.

Advertisers must also comply with the Advertiser Criteria requirements located at the front of this document.

Fast Find Full Page advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.
Placement & Dimensions

The Fast Find Full Page is located at the front of Yellow Pages® metropolitan and regional directories immediately prior to the Fast Find Index™.

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fast Find Full Page</strong></td>
<td>Yellow Pages® metropolitan &amp; regional directories</td>
<td>228.6mm high x 168.3 mm wide</td>
</tr>
<tr>
<td></td>
<td>Yellow Pages® <strong>In the Car</strong> directories.</td>
<td>171.4mm high x 126.2mm wide</td>
</tr>
</tbody>
</table>

**Note:** For the Fast Find Full Page, colour bleeds are not permitted to extend beyond the print area to the edge of the page (top, bottom and right hand side only). Pre-formatted bleeds associate the Fast Find Full Page section with the Fast Find Index™ pages.
Front Cover Billboard (YP & WP)

**Description**

Front Cover Billboard advertising aims to be a high impact branding opportunity for businesses located on the cover of all Yellow Pages® and White Pages® directories. Front Cover Billboard advertising is an opportunity for businesses to communicate their brand and tactical message through a mass media communication channel.

**Entry Criteria**

The Front Cover Billboard is available in the following directories:
- Yellow Pages® Metropolitan & Regional directories
- Yellow Pages® In The Car
- White Pages® Metro
- White Pages® Regional Stand-alone

Front Cover Billboard advertisements promote a Brand or Organisation and must only consist of the following components in full process colour:

**Mandatory:**
- Business/Company/Government Department/Organisation name.

**Optional:**
- Images representing the business or products;
- Logo, in the form of Logos or Brands representing the advertiser and which the advertiser is authorised to use;
- Slogan and/or Tactical message for the business of up to ten (10) words (note: message must be readable. Ampersand (&) is included as a word);
- Internet address and/or email address;
- Maximum three (3) contact number(s);
- Location or Address Details;
- Specialisation of business;
- Reference to other Brand Awareness Products
- Product and/or service details; and/or
- Mobile Codes ) & SMS Keywords (except in Yellow Pages® In the Car).
  - **Note on Mobile Codes:** Due to the compact size of the Front Cover Billboard advertisements the disclaimer & the call-to-action are not restricted to be located directly below the Mobile Code – they may be located elsewhere in the advertisement.

Advertisers must also comply with the relevant Yellow Pages® Print Advertising Rules and White Pages® Entry Policy and Rules, and Sensis Product Standards.

Advertisers must also comply with the Advertiser Criteria requirements located at the front of this document.

Advertising for a Front Cover Billboard will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.
### Placement and Dimensions

Except for co-bound directories, Front Cover Billboard advertisements appear in the bottom left of the directory front cover and must not be bigger than the Yellow Pages® or White Pages® logos in compliance with 'Branding Guidelines'. (Note: Gloss print finish).

Note: On co-bound directories (Yellow Pages® and White Pages® directories in one volume) the Front Cover Billboard must appear below the title block for the directory on the left hand side of the cover.

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Front Cover Billboard</strong></td>
<td>Yellow Pages® Metro, Regional &amp; White Pages Metro directories</td>
<td>25mm high x 85mm wide</td>
</tr>
<tr>
<td></td>
<td>Regional Yellow Pages® In the Car directories</td>
<td>19mm high x 63.7mm wide</td>
</tr>
</tbody>
</table>
Front of Book Billboard (WP/co-bound only)

**Description**

Front of Book Billboard advertising provides an opportunity for businesses to promote their Brands and Products in a high usage-advertising medium. They are available in the form of an exclusive billboard advertisement, which runs along the base of some pages within the Information Pages section within White Pages® & co-bound directories.

Within White Pages® directories, the only sections of the Information Pages that may contain Front of Book Billboard advertising are the ‘Advice & Assistance’ section, the ‘Your Community’ section and the ‘Government’ section.

Front of Book Billboard advertising should be targeted to complement the information already contained in that section of the Information Pages.

Given the high usage levels of these sections, it is preferable that advertisements are only sold to relevant advertisers that complement the Information Pages section to ensure functionality of the product. For example, Hospital or Health Care providers on the Hospitals page in the White Pages® directory.

Approval for the placement of Front of Book Billboard advertising rests with the relevant Product Manager.

**Entry Criteria**

The Front of Book Billboard is available in the following directories:

- Regional Co-bound (WP only)
- White Pages® Metro
- White Pages® Regional Stand-alone

Front of Book Billboard advertising may include the following components to complement all sections within the Information Pages contained in Yellow Pages® and White Pages® directories:

- **Mandatory:**
  - Business/Company/Government Department/Organisation names;
- **Optional:**
  - Images representing the business or products;
  - Logo, in the form of Logos or Brands representing the advertiser;
  - Slogan and/or Tactical message for the business;
  - Internet address and/or email address;
  - Contact number(s);
  - Location or Address Details, if required;
  - Specialisation of business; and/or
  - Product and/or service details.

Advertisers must also comply with the relevant Yellow Pages® Print Advertising Rules and White Pages® Entry Policy and Rules, and Sensis Product Standards.

Advertisers must also comply with the Advertiser Criteria requirements located at the front of this document.

Front of Book Billboard advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.
Placement and Dimensions

Front of Book Billboard advertising is located within the Information Pages sections of White Pages® metropolitan and regional directories and Yellow Pages® & White Pages® co-bound directories at the base of some of the pages.

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front of Book Billboard</td>
<td>White Pages® metropolitan, Regional &amp; co-bound directories</td>
<td>30mm high x168.3 mm wide</td>
</tr>
</tbody>
</table>

Constraints

Mobile Codes & SMS Keywords are not permitted in Front of Book Billboard advertising.
Government Theme Page (YP & WP)

Description

The Government Theme Page is a full page, full colour, unlimited inventory advertisement, appearing at the front of all White Pages® print directories.

They present brand awareness campaign messages from Government Departments or Agencies with only minimal contact details.

The reference to the Government Section on the front cover of the White Pages® print directory will continue to promote the usage of that section of the directory.

Entry Criteria

The Government Theme Pages are available in the following directories:

- Regional Co-bound (for White Pages only)
- White Pages® mainland Metro
- White Pages® Regional Stand-alone

Full Process colour is included as a standard offering in all Government Theme Pages.

Government Theme Page advertising may include the following components to promote messages, products and/or services and to complement the design concept:

- Mandatory:
  - The name of the Government Department, Agency or Organisation;

- Optional:
  - Address;
  - Contact number(s);
  - Internet address and/or email address; and/or
  - Description of the campaign message.
  - Mobile Codes
  - SMS Keywords

Priority of Government Theme Pages will be determined by the date of contract signing. The content of the Government Theme Page must not be deemed by the Product Manager to be a substitute for in-book White Pages® (A-Z) listings.

To that extent, the Government Theme Page must not include a majority of contact details that could otherwise be listed in the White Pages® (A-Z) directory but is not.

Government Theme Page advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria found in this document.

Acceptance of Advertising

Acceptance of Government Theme Page advertising will be determined by the relevant Product Manager and existing advertisers will maintain position within the Government section. Advertising will appear before the ‘Government Index’.
### Placement and Dimensions

Government Theme Page advertising appears at the front of the Government Index in all White Pages® print directories.

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Artwork Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Theme Page</td>
<td>White Pages® metropolitan and regional directories</td>
<td>228.6mm high x 168.3mm wide</td>
</tr>
</tbody>
</table>
Insert (YP only)

Description

An Insert is a loose leaf flyer inserted into a qualifying directory within the first 10 pages.

Entry Criteria

The Insert is available in the following directories:

- Yellow Pages® Metro
- Yellow Pages® Regional Stand-alone
- Regional Co-bound

Insert advertising may include the following components to promote business brands, products and/or services and to complement the design concept:

- **Mandatory:**
  - Business/Company/Government Department/Organisation names;

- **Optional:**
  - Images representing the business or products;
  - Logo, in the form of Logos or Brands representing the advertiser;
  - Slogan and/or Tactical message for the business;
  - Internet address and/or email address;
  - Contact number(s);
  - Location or Address Details, if required;
  - Specialisation of business;
  - Product and/or service details; and/or
  - SMS keywords/Mobile Codes.

The advertisement must be booked no later than the relevant close of directory date to ensure that printing of the flyer is completed in time. Year two (2) advertisers have the first right of refusal.

In addition to any other obligations, advertisers must comply with the relevant Yellow Pages® Print Advertising Rules and Sensis Product Standards as well as the Advertiser Criteria requirements located at the front of this document.

Insert advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.

Placement and Dimensions

Insert advertising is placed within the first 10 pages of the directory. The actual placement cannot be guaranteed.

Dimensions are as follows:

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert</td>
<td>Yellow Pages® directories</td>
<td>Length &gt;110mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Width &gt;80mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Minimum paper 75gsm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Max thickness 3mm</td>
</tr>
</tbody>
</table>
Inside Back Cover (YP & WP)

Description

Inside Back Cover advertising provides a highly visible advertising opportunity for advertisers to promote their Brands, Products and Business through a major distribution and impact medium located on the inside of the back cover of selected Yellow Pages® and White Pages® directories.

Entry Criteria

The Inside Back Cover are available in the following directories:
- Yellow Pages® Metro
- Yellow Pages® In The Car (except for VM1Y, VM6Y, QM2Y, QM6Y, SM9Y, SMAY)
- Yellow Pages® Regional Stand-alone
- Regional Co-bound
- White Pages® Metro
- White Pages® Regional Stand-alone

Inside Back Cover advertising may include the following components to promote business brands, products and/or services and to complement the design concept:

**Mandatory:**
- Business/Company/Government Department/Organisation names.

**Optional:**
- Images representing the business or products;
- Logo, in the form of Logos or Brands representing the advertiser;
- Slogan and/or Tactical message for the business;
- Internet address and/or email address;
- Contact number(s);
- Location or Address Details, if required;
- Specialisation of business;
- Product and/or service details;
- Special Awards; and/or
- Mobile Codes;
- SMS Keywords

Advertisers must also comply with the relevant Yellow Pages® Print Advertising Rules and White Pages® Entry Policy and Rules, and Sensis Product Standards.

Advertisers must also comply with the Advertiser Criteria requirements located at the front of this document.

Inside Back Cover advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.

Placement and Dimensions

Inside Back Cover advertising appears on the inside back cover in Full Process Colour on the hard cover stock for Yellow Pages® and White Pages® directories where available. (Note: Non gloss finish)

Dimensions of the inside back cover advertising spaces are as follows:

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>Yellow Pages® &amp; White Pages metropolitan &amp; regional directories</td>
<td>228.6mm high x 168.3mm wide</td>
</tr>
<tr>
<td></td>
<td>Yellow Pages® In the Car directories (except for ITC co-bound directories)</td>
<td>171.4mm high x 126.2mm wide</td>
</tr>
</tbody>
</table>
Inside Front Cover (YP & WP)

Description

Inside Front Cover advertising provides a highly visible advertising opportunity for advertisers to promote their Brands, Products and Business through a major distribution and impact medium located on the inside of the front cover of all Yellow Pages® and White Pages® directories.

Entry Criteria

The Inside Front Cover are available in the following directories:

- Yellow Pages® Metro
- Yellow Pages® In The Car
- Yellow Pages® Regional Stand-alone
- Regional Co-bound
- White Pages® Metro
- White Pages® Regional Stand-alone

Inside Front Cover advertising may include the following components to promote business brands, products &/or services and to complement the design concept:

**Mandatory:**
- Business/Company/Government Department/Organisation names.

**Optional:**
- Images representing the business or products;
- Logo, in the form of Logos or Brands representing the advertiser;
- Slogan and/or Tactical message for the business;
- Internet address and/or email address;
- Contact number(s);
- Location or Address Details, if required;
- Specialisation of business;
- Product and/or service details;
- Special Awards; and/or
- Mobile Codes
- SMS Keywords

Advertisers must also comply with the relevant Yellow Pages® Print Advertising Rules and White Pages® Entry Policy and Rules, and Sensis Product Standards.

Advertisers must also comply with the Advertiser Criteria requirements located at the front of this document.

Inside Front Cover advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.

Placement and Dimensions

Inside Front Cover advertising appears on the inside front cover of the directory and is available in Full Process Colour. (Note: Non gloss finish)

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Yellow Pages® Metropolitan &amp; Regional directories</td>
<td>228.6mm high x 168.3mm wide</td>
</tr>
<tr>
<td></td>
<td>Yellow Pages® In the Car directories</td>
<td>171.4mm high x 126.2mm wide</td>
</tr>
</tbody>
</table>
Onsert

Description

An Onsert is any product that is placed on or attached to the front of the directory (except Front Cover Billboard).

Sensis in its sole discretion may need to determine the appropriate means of attachment of the Onsert to the directory however in some cases the advertiser can choose.

Entry Criteria

The Onsert is available in the following directories:

- Yellow Pages® Metro
- Yellow Pages® Regional Stand-alone N03, N04, Q05
- Regional Co-bound (must be glued)

Note: All bookings must gain approval from the relevant Product Manager who will determine eligibility & compliance from a size & suitability perspective.

Onsert advertising may include the following components to promote business brands, products and/or services and to complement the design concept:

Mandatory:
- Business/Company/Government Department/Organisation names;
- If an electronic product there must be a printed disclaimer (refer to Disclaimer information below)

Optional:
- Images representing the business or products;
- Logo, in the form of Logos or Brands representing the advertiser;
- Slogan and/or Tactical message for the business;
- Internet address and/or email address;
- Contact number(s);
- Location or Address Details, if required;
- Specialisation of business;
- Product and/or service details; and/or
- SMS keyword/Mobile Codes
- Detailed information on the business & services that it provides

Conditions

- The advertisement must be booked no later than the relevant directory close date to ensure that printing is completed in time. Year two (2) advertisers have the first right of refusal.
- The product cannot be yellow in colour to avoid advertiser endorsement.
- In addition to any other obligations, advertisers must comply with the relevant Yellow Pages® Print Advertising Rules and Sensis Product Standards as well as the Advertiser Criteria requirements located at the front of this document.
- Onsert advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.
- In accordance with the Sensis Product Contract Terms, the Advertiser accepts responsibility for the content of any electronic products (CD/DVD etc) and any use by consumers.
- The Advertiser acknowledges that Sensis requires that terms and conditions of use of the electronic awareness product must be printed on or near the product. Sensis will at its sole discretion determine the placement, content and appearance of those terms and conditions. In circumstances where Sensis notifies the Advertiser that the terms and conditions of use are to be printed on material or packaging supplied by the Advertiser, Sensis will provide the Advertiser with adequate notice of the text (including size and appearance) required to be printed to permit the Advertiser to arrange for the printing of the text.
**Placement and Dimensions**

Onsert advertising is placed over the front cover of the directory. In respect of shrink wrapped directories it is placed before the book is wrapped in clear plastic. The placement can only be controlled if glued on.

Dimensions of the onsert advertising space are as follows:

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loose leaflet or other approved item</td>
<td>Yellow Pages® directories</td>
<td>To be approved by Product Manager</td>
</tr>
</tbody>
</table>

**Product Combinations**

Note: In all cases the Product Manager & Print Logistics will need to provide approval of the booking to ensure compliance from a size perspective as some combinations will not be able to go together if sizes are too large.

Front Cover Billboard is allowed with all products above.

**Disclaimers**

Due to the nature of electronic products, the following disclaimer must be printed prominently on or next to the electronic product which is attached to the directory:

*The [electronic product] is provided to you by [advertiser name] and not by Sensis. Sensis is not responsible for the [electronic device] and its contents, and does not guarantee that the [electronic product] is free from “viruses” or other disabling devices or that the [electronic product] is suitable for use in all electronic devices.*
Outside Back Cover (YP & WP)

Description

Outside Back Cover advertising is available for businesses, companies and organisations as an opportunity to communicate their organisation and brand through a wide communications channel.

This form of advertising appears on the outside back cover of each directory product (where available) within the attached specifications (see Placement and Dimensions) with a bordered area surrounding the back cover advertising.

Entry Criteria

The Outside Back Cover is available in the following directories:

- Yellow Pages® Metro
- Yellow Pages® In The Car (except for VM1Y, VM6Y, QM2Y, QMMY, SM9Y, SMAY)
- Yellow Pages® Regional Stand-alone
- Regional Co-bound
- White Pages® Metro
- White Pages® Regional Stand-alone

Outside Back Cover advertising includes the following components to promote business brands, products and/or services and to complement the design concept:

**Mandatory:**
- Business/Company/Government Department/Organisation names.

**Optional:**
- Images representing the business or products;
- Logo, in the form of Logos or Brands representing the advertiser;
- Slogan and/or Tactical message for the business;
- Internet address and/or email address;
- Contact number(s);
- Location or Address Details, if required;
- Specialisation of business;
- Product and/or service details
- Special Awards; and/or
- Mobile Codes
- SMS Keywords

Advertisers must also comply with the relevant Yellow Pages® Print Advertising Rules and White Pages® Entry Policy and Rules, and Sensis Product Standards.

Advertisers must also comply with the Advertiser Criteria requirements located at the front of this document.

Outside Back Cover advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.

Placement and Dimensions

Outside Back Cover advertisements are available in Full Process colour on varnished hard cover board.

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>Yellow Pages® metropolitan</td>
<td>228.6mm high x 168.3mm wide</td>
</tr>
<tr>
<td></td>
<td>Yellow Pages® <em>In The Car</em> directories (except for ITC cobound books)</td>
<td>171.4mm high x 126.2mm wide</td>
</tr>
</tbody>
</table>
Spine (YP & WP)

Description

Spine advertising aims to be a high impact branding opportunity for businesses. Spine advertising is an opportunity for businesses to communicate their brand and tactical message through a mass media communication channel.

Entry Criteria

The Spine product is available in the following directories:

✓ Yellow Pages® Metro and selected Regional stand-alone & co-bound (Small Only)

✓ White Pages® Metro (Large in all states except Perth which has small spine avail + Melb Bus)

Spine advertisements promote a Brand or Organisation and must only consist of the following components in full process colour:

Mandatory:
• Business/Company/Government Department/Organisation name;

Optional:
• Images representing the business or products;
• Logo, in the form of Logos or Brands representing the advertiser and which the advertiser is authorised to use;
• Slogan and/or Tactical message for the business limited to five (5) words;
• Internet address and/or email address;
• Maximum three (3) contact numbers;
• Location or Address Details, if required;
• Specialisation of business; and/or
• Product and/or service details.

Advertisers must also comply with the relevant Yellow Pages® Print Advertising Rules and White Pages® Entry Policy and Rules, and Sensis Product Standards.

Advertisers must also comply with the Advertiser Criteria and Guidelines for Appearance requirements located at the front of this document.

Advertising for Spines will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.
## Placement and Dimensions

Spine advertisements appear under the Yellow Pages® or White Pages® mark (as applicable) when the directory is vertical, and must not encroach on the area of clear space reserved for that mark in compliance with 'Branding Guidelines' and cannot infringe on the Sensis logo area. (Note: Gloss print finish).

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spine Advertising</strong></td>
<td>Yellow Pages® metropolitan directories: Sydney, Melbourne, Adelaide, Brisbane &amp; Perth (except Hobart)</td>
<td>22mm high x 49mm wide&lt;br&gt;*Note size may vary dependant on spine width of the directory.</td>
</tr>
<tr>
<td></td>
<td>Yellow Pages® regional standalone directory: Gold Coast</td>
<td>22mm high x 49mm wide&lt;br&gt;*Note size may vary dependant on spine width of the directory.</td>
</tr>
<tr>
<td></td>
<td>Selected Yellow Pages® &amp; White Pages® co-bound directories</td>
<td>22mm high x 49mm wide&lt;br&gt;*Note size may vary dependant on spine width of the directory.</td>
</tr>
<tr>
<td></td>
<td>White Pages® Business/Government &amp; Residential directories: Sydney, Melbourne, Brisbane, Adelaide</td>
<td>20mm high x 60mm wide&lt;br&gt;*Note when book width is less than 19 mm width the spine will be set as; 15mm x 60mm</td>
</tr>
<tr>
<td></td>
<td>White Pages® Business/Government and Residential directories: Perth (both volumes)</td>
<td>15mm high x 60mm wide</td>
</tr>
</tbody>
</table>

## Constraints

Mobile Codes & SMS Keywords are not permitted in the Spine advertising.

Advertisers who purchase the Spine product are unable to purchase any other cover awareness product (Outside Back Cover/Front Cover Billboard/Onsert).
Sponsored Pages (WP only)

Description

Sponsored Pages may only appear in the ‘Numbers You Need’ section of the White Pages® Information Pages and incur a charge as detailed in the applicable White Pages® directories rate card.

If there is more than one Sponsored Page scheduled to appear in the Information Pages section, the order of appearance is determined by the order of priority in which requests to advertise were received. Existing advertisers are offered the first option to continue in their existing position.

Sponsored Pages are included for non-profit organisations or for Agencies / Departments / Business representing / sponsoring non-profit organisations that provide a service to the community.

The acceptance of Sponsored Pages for publication in the Information Pages is at the sole discretion of Sensis. The number of pages available within the White Pages® Information Pages is also at the sole discretion of Sensis.

Responsibility for advertisement content rests with the Department, Agency or Organisation that purchases the Sponsored Page.

The following Sponsored Pages currently appear within some White Pages® Information Pages:
- The Age Page,
- The Seniors Page,
- The Domestic Violence Page,
- The Mental Health Page,
- The Youth Page, etc.

Content of Sponsored Pages may include primarily contact details or a combination of contact details and service descriptions.

Entry Criteria

The Sponsorship pages product is available in the following directories:
✓ Regional Co-bound (White Pages only)
✓ White Pages® Metro
✓ White Pages® Regional Stand-alone

Advertisers must also comply with the relevant Yellow Pages® Print Advertising Rules and White Pages® Entry Policy and Rules, and Sensis Product Standards.

Advertisers must also comply with the Advertiser Criteria requirements located at the front of this document.

Sponsored Pages advertising will be accepted in accordance with the ‘Acceptance of Advertising’ Criteria located at the front of this document.

Sponsored Pages must be approved by the relevant Product Manager.

Placement and Dimensions

Sponsored Pages may only appear in the ‘Advice & Assistance’ section of the White Pages® Information Pages.

<table>
<thead>
<tr>
<th>Advertising Product</th>
<th>Publication</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Pages</td>
<td>White Pages® metropolitan &amp; regional directories</td>
<td>228.6mm high x 168.3mm wide</td>
</tr>
</tbody>
</table>