

Yellow Pages & Directory Report



Simba
Information

The Voice of Authority for the Yellow Pages Industry Since 1985

YP Industry Launches Opt-Out Site, Works with PSI on Joint Communiqué

The Yellow Pages Association (Berkeley Heights, NJ), in partnership with the Association of Directory Publishers (Traverse City, MI), has launched an online opt-out Web site (www.yellowpagesoptout.com) that allows consumers to search by zip code for opt-out information from publishers for directory delivery in their region, according to YPA director of public policy Amy Healy.

The Web site, which went live in February, draws from the YPA's Rates & Data system which allows publishers to update information themselves, Healy said. "And, while we don't have everyone yet, we do have a critical mass so we were able to launch it. We will continue to update the information and add publishers."

YPA president Neg Norton said the YPA and ADP are also working on completing a joint environmental communiqué with Product Stewardship Institute (Boston), which will confirm the industry's commitment to self regulation. "We are

[See 'Opt-Out Site' on p. 2](#)

RBOCs' Revenue Declines 5.4% in 2008

Revenue at the three RBOC publishers—AT&T Advertising Solutions, Idearc Media and R.H. Donnelley—declined 5.4% to \$11.09 billion in 2008, the sixth year of declines.

RBOC yellow pages revenue grew in the 3% to 4% range from 1998 to 2002 but the growth rate slowed to 0.5% in 2002 before revenue dropped 4% in 2003. The RBOCs stemmed the decline to less than 1% a year since 2005 before posting the 5.4% drop in 2008 (see accompanying chart).

[See 'RBOCs' on p. 5](#)

Donnelley Keeps Eye on Economy, Opportunities

R.H. Donnelley (Cary, NC) will focus on expanding its print and Internet sales and offerings in 2009 and will work to prepare for an economic turnaround, senior vice president Sean Greene told YP&DR. "2008 was a difficult economic climate for all involved and 2009 is the year to hold on and prepare for that inevitable economic turnaround," he said. "We're in this for the long haul."

Greene said Donnelley will put more emphasis on training in 2009 as the industry faces the challenge of understanding the economy and where to make adjustments to increase sales.

VOLUME 25, NUMBER 3 | MARCH 2009

TOP OF THE NEWS...

- 1 YP Industry Launches Opt-Out Site, Works with PSI on Joint Communiqué
- 1 RBOCs' Revenue Declines 5.4% in 2008
- 5 Idearc Media
- 6 R.H. Donnelley
- 6 AT&T Advertising Solutions
- 1 Donnelley Keeps Eye on Economy, Opportunities
- 3 Top RBOC Directories Account for 16.6% of Total 2008 Revenue
- 3 AT&T Advertising Solutions
- 3 R.H. Donnelley
- 5 Idearc Media
- 6 AT&T Requests Exemption to Deliver White Pages in North Carolina
- 7 RBOC Billings Increase 14% as Publishers Reschedule Directories

STATS...

- 4 Leading RBOC Directories, 2008
- 5 RBOC Yellow Pages Publishers, 2008 Revenue
- 7 Directory Databank

DexKnows.com was upgraded in February. Greene said the new format, which is better, faster and more thorough, went into beta testing in 2008.

The new phase of DexKnows.com follows the unified branding strategy launched in 2007, when Donnelley began labeling all of its directories Dex, including those published for Sprint and AT&T. All of Donnelley's Web sites were consolidated at DexKnows.com.

Donnelley acquired Dex Media from Qwest in February 2006, following its acquisition of Sprint Publishing & Advertising from Sprint in January 2003. In September 2004, it acquired AT&T's DonTech directories in Illinois and Indiana.

Donnelley, which publishes 600 directories with 80 million circulation, has approximately 4,000 employees. ■

Opt-Out Site, cont'd. from p. 1

looking to complete the joint communiqué that will help the industry through any legislative process. It will be

“Self regulation is always in the best interest of an industry because government officials take their jobs seriously and know that legislation is the bottom line until the industry acts in a pro-active manner.”
—Scott Cassel, PSI

helpful to us, and perhaps avoid some legislation.”

Norton said the opt-out Web site and communiqué are steps in the right direction toward


making the industry more environmentally friendly. “We still have a lot of work to do to get there but we are getting a lot closer.”

ADP president and chief executive Larry Angove said the opt-out site and the communiqué, which would be a firm commitment to self regulation, gives consumers control over receiving books as well as choosing additional delivery.

“We continue to work on the joint communiqué with the government representatives, environmental groups and other interested parties to address the issue of making available to consumers the mechanism to easily communicate their delivery preferences, which could include ordering additional directories or opting out of delivery. The communiqué is a work in progress and we anticipate we could have it completed in March,” Angove said.

PSI executive director Scott Cassel said the opt-out site and communiqué are definitely steps in the right direction. “Self regulation is always in the best interest of an industry because government officials take their jobs seriously and know that legislation is the bottom line until the industry acts in a pro-active manner.”

He said it will be up to the industry trade associations to make sure that government officials and environmental



Simba Information
60 Long Ridge Road, Suite 300, Stamford, CT 06902 USA
Tel: 203-325-8193; Fax: 203-325-8915
Internet: www.simbainformation.com

Yellow Pages & Directory Report:
Senior Analyst/Editor:David Goddard (203-325-8193 ext. 105)
Production Coordinator:Lori Coupe (203-325-8193 ext. 107)
Customer Service:888-297-4622;
240-747-3091

ISSN#: 1071-2461. Subscriptions: \$695 for 12 issues per year
US Domestic Shipping: \$15, International Shipping: \$35,
Electronic Delivery: free; single copies: \$50

Related Products and Services You Might Be Interested In:
Simba also publishes the research reports *Yellow Pages Market Forecast*, *Independent Yellow Pages Markets* and *Worldwide Yellow Pages Markets*. Call us or check our Web site for information.

Important Legal Information You Should Know:
Yellow Pages & Directory Report is protected by U.S. copyright law (17USC101 et seq.) It is illegal to make copies or faxes of this newsletter without permission—even for internal use. Violators risk criminal penalties and \$100,000 damages per offense. Contact Lori Coupe to report abuses. Confidentiality assured.

If You Have a Special Request:
If you would like information about bulk subscription discounts, electronic site licenses or permission to use data reported in this newsletter, contact Sylvester Rochea at 212-807-2641.

© 2009 Simba Information

groups will have the assurance that they will have input in future self regulation and the authority to evaluate the success of the program.

“We’re working on the joint communiqué initiative instituted by the ADP and have received good group response. We will reconvene soon with the ADP and YPA to discuss mutual interest and finalize it (the communiqué),” Cassel told YP&DR. “It doesn’t have to be adversarial and the trade associations should be congratulated for the good job that has already been done, especially while the industry is dealing with the issue of transition from hard copy [directories] to the Internet and other options,” he added. ■

Top RBOC Directories Account for 16.6% Of Total 2008 Revenue

The top 30 RBOC directories in terms of revenue generated \$1.84 billion in 2008 and accounted for 16.6% of total revenue of \$11.09 billion, according to YP&DR estimates.

AT&T Advertising Solutions’ (St. Louis) top 10 books generated \$681.2 million, or about 12.4% of AT&T’s 2008 revenue of \$5.5 billion. The books had a total circulation of 11.2 million and 14,280 yellow pages.

AT&T Inc. (San Antonio) acquired BellSouth Corp. (Atlanta) in late December 2006 and merged AT&T Yellow Pages and BellSouth Advertising & Publishing into AT&T Advertising & Publishing. The two publishers began operating as one unit in 2007 and changed the name to AT&T Advertising Solutions in 2008.

In 2007, AT&T’s top 10 books accounted for 11.9%, or \$695.9 million, of its total revenue of \$5.85 billion.

AT&T’s largest directory in 2008 was Dallas with 1.7 million circulation, 1,754 yellow pages and a DHC rate of \$19,824. It competes in the Dallas market with Idearc Media’s Greater Dallas book with 1.6 million circulation and a DHC rate of \$8,858.

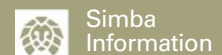
R.H. Donnelley (Cary, NC), which publishes directories

Coming Soon: Going Green: Environmental Challenges in the Yellow Pages Industry 2009



Going Green: Environmental Challenges in the Yellow Pages Industry 2009 is an in-depth look at the size of the yellow pages industry, the amount of paper used to produce books, the amount of waste and recycling efforts.

The overview looks at the history of the environmental movement, when and where it started and, more importantly, what is its status now?



Call 888.297.4622 or visit www.simbainformation.com to order today.

LEADING RBOC DIRECTORIES, 2008

Publisher/Directory	WP	YP	Total Pages	Dist. (000)	DHC
AT&T Adv. Solutions					
Dallas (Y) (TX)	398	1,754	2,152	1,718	\$19,824
Atlanta Y (GA)	0	1,456	1,456	1,031	22,812
Houston Y (TX)	0	1,730	1,730	2,325	20,208
San Antonio Y (TX)	233	1,671	1,904	1,026	16,308
Austin Y (TX)	315	1,503	1,818	690	14,616
St. Louis Y (MO)	259	1,451	1,710	1,092	16,968
Kansas City (Y) (MO)	265	1,230	1,495	1,006	16,080
Ft. Lauderdale (FL)	0	996	996	463	16,008
Sacramento C (CA)	0	1,352	1,352	680	12,948
Cleveland (OH)	338	1,137	1,475	1,194	17,268
Sub-total	1,808	14,280	16,088	11,225	
R.H. Donnelley (Dex & AT&T)					
Phoenix Y (AZ)	0	1,983	1,983	1,605	\$18,720
Denver Y (CO)	0	2,160	2,160	1,225	19,056
Portland Y (OR)	389	1,282	1,671	795	17,028
Minneapolis Y (MN)	422	1,649	2,071	879	16,680
Seattle Y (WA)	438	1,330	1,768	991	19,224
Chicago Consumer (IL)	371	1,625	1,996	1,373	11,688
Salt Lake City Y (UT)	0	1,501	1,501	576	12,216
St. Paul (Y) (MN)	0	1,236	1,236	494	12,708
Tucson Metro (AZ)	208	1,203	1,411	565	11,532
Colorado Springs (CO)	583	1,198	1,781	444	9,456
Sub-total	2,411	15,167	17,578	8,947	
Idearc Media					
Manhattan Cons(Y) (NY)	0	1,079	1,079	1,011	\$24,519
Boston-City Edition (MA)	362	1,451	1,813	638	16,191
Northern Virginia(Y) (VA)	0	1,943	1,943	823	11,173
Brooklyn Y (NY)	0	800	800	939	22,402
Nassau Y (NY)	0	912	912	642	19,392
Providence C (RI)	179	1,057	1,236	356	13,344
Tampa (Y) (FL)	259	1,284	1,543	762	12,033
Queens Y (NY)	0	874	874	896	20,475
S Westchester - Putnam (NY)	362	1,265	1,627	407	18,169
Pittsburgh Cons Y (PA)	0	1,328	1,328	790	12,045
Sub-total	1,162	11,993	13,155	7,264	

Sources: Simba Information; YPA Rates & Data



Not Already a Subscriber?

Complete the form below to start your subscription today!

Return this insert to:
Simba Information
 38 East 29th Street, Suite 6
 New York, NY 10016
 Fax: (212)807-2601

Yes, I would like to begin my subscription to YP&DR!

Please select one: Electronic Delivery (\$695) Print Copy Delivery (\$695+ \$15 s&h)

First Name: _____ Last Name: _____

Title: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

(Email required for electronic delivery)

METHOD OF PAYMENT: Bill Me

Charge my: Visa MC AMEX

Acct.#: _____

Exp.: _____ Sec. Code: _____

Signature: _____

(Applicable sales tax will be added in CT, MA, MD, & NY)

on behalf of Sprint, Qwest and AT&T, generated about \$579 million from its top 10 books in 2008, or 22.1% of total revenue of \$2.62 billion, according to Simba estimates. The books had total circulation of 8.9 million and 15,167 yellow pages. In 2007, Donnelley's top 10 books accounted for 21.6% of its total revenue of \$2.68 billion. Dex Media, the official publisher of Qwest's books, was acquired by Donnelley in early 2006.

Donnelley's largest directory in 2008 was Phoenix with 1.6 million circulation, a total of 1,983 yellow pages and a DHC rate of \$18,720. The book competes with Idearc's Phoenix directory with 1.4 million circulation and a DHC rate of \$6,817. Yellowbook publishes three directories with 1.5 million circulation in the Phoenix market with DHC rates ranging from \$5,316 to \$5,508.

Idearc Media (Dallas), which publishes directories on behalf of Verizon, generated roughly \$577.6 million from its top 10 books, or about 19.4% of its 2008 revenue of \$2.97 billion, according to YP&DR estimates. The books

had total circulation of 7.2 million and 11,993 yellow pages. In 2007, Idearc's top 10 books accounted for 18.2% of total revenue of \$3.19 billion.

Idearc's largest directory in 2008 was Manhattan with 1 million circulation, 1,079 yellow pages and a DHC rate of \$24,519. The directory competes with Yellowbook's Manhattan directory with 663,000 circulation and a DHC rate of \$10,404, and with Ambassador Media's (New York) 730,000-circulation Manhattan book with a DHC rate of \$11,122. ■

RBOCs, cont'd. from p. 1

Idearc Media (Dallas) reported revenue of \$2.97 billion in 2008, a 6.8% decline from \$3.19 billion in 2007, according to company financials, attributed to toughening economic challenges.

"Idearc's fourth-quarter financial results are disappointing as we expected, CEO Scott Klein said in a prepared

RBOC YELLOW PAGES PUBLISHERS, 2008 REVENUE (\$ in millions)

Company	2008	2007	% Change	Q4 2008	Q4 2007	% Change
AT&T	\$5,502	\$5,851	-6.0%	\$1,328	\$1,473	-9.8%
Idearc	2,973	3,189	-6.8%	709	787	-9.9%
R.H. Donnelley	2,617	2,680	-2.4%	630	681	-7.5%
Total	\$11,092	\$11,720	-5.4%	\$2,667	\$2,941	-9.3%

Sources: Simba estimates; company financials

statement. "We are making progress on our transformational and cost-cutting initiatives. However, the unprecedented economic challenges this nation is facing are creating never-before-seen obstacles for our clients and, as a result, for us as well."

Idearc, which was spun-off by Verizon Communications (New York) in November 2006, reported its numbers on an adjusted basis to eliminate the impact of transition and restructuring costs, impairment charges and stock-based compensation.

Idearc reported 5.3% growth in online advertising revenue to \$300 million in 2008. However, the gain in online advertising was not sufficient to offset a 7.9% decline in print sales to \$2.67 billion. Operating income declined 16.5% to \$1.19 billion in 2008.

In the fourth quarter, Idearc reported revenue of \$709 million, a 9.9% decline from \$787 million in the same period of 2007. Operating income was \$268 million, a decline of 18.3% from \$328 million in the same period of 2007.

While the company was in compliance with its quarterly leverage ratio covenant as of Dec. 31, 2008, Idearc anticipates it may be noncompliant at some point in the first half of 2009, according to company financials.

Idearc has evaluated options for restructuring its capitalization and debt service obligations and is considering alternatives. Among the alternatives is a "pre-packaged" or similar plan of reorganization or a filing for reorganization under federal bankruptcy laws.

"Simply stated, restructuring our capitalization and debt obligations to a more appropriate level will provide us with the opportunity to prosper and grow in the year ahead," Klein said in a prepared statement.

R.H. Donnelley (Cary, NC) reported revenue of \$2.62 billion in 2008, a 2.4% decline from 2007, and adjusted EBITDA of \$1.42 billion, a 2% decline, attributed to worsening economic conditions, according to company financials. The adjusted EBITDA does not include restructuring and impairment charges. In the fourth quarter, Donnelley reported revenue of \$630 million, a 7.5% decline and adjusted EBITDA of \$360 million, a 2% increase.

"During 2008, we took significant initiatives to address

the challenging selling environment and advanced our strategic priorities," CEO Dave Swanson said. "We dramatically improved our efficiency and eliminated non-essential operating costs, reduced headcount by 20% and achieved \$100 million of cost savings. At the same time, we broadened and improved our Dex branded interactive local search solutions. We also completed a major, company-wide systems integration and upgrade project and reduced net debt by more than \$600 million. These initiatives helped us to continue building a foundation for sustainable growth once the economy recovers."

Swanson said the fourth quarter was particularly difficult as the declining economic trend continued in the last half of 2008. "Advertising sales declined 8% for the full year and 12% in the fourth quarter as trends weakened during the second half of the year. "These disappointing results were primarily due to the impact that the recession had on small and medium-sized businesses, including lower consumer spending, reduced liquidity and higher business failure rates."

EVP and CFO Steve Blondy announced that Donnelley has hired a financial advisor to help evaluate its capital structure, including various balance sheet restructuring alternatives.

AT&T Advertising Solutions (St. Louis) reported revenue of \$5.5 billion in 2008, a 6% decline from 2007, attributed to the sale of The Berry Co.'s sales and publishing agent business in early 2008, according to company financials. Operating income for the year was reported at \$1.71 billion, a 7.8% decline from 2007. In the fourth quarter, AT&T's revenue declined 9.8% to \$1.3 billion and operating income declined 12.6% to \$443 million. ■

AT&T Requests Exemption to Deliver White Pages in North Carolina

AT&T Advertising Solutions (St. Louis) filed a request this month for an exemption from its obligation to deliver residential white page directories with the North Carolina Utilities Commission, according to an AT&T spokesperson. AT&T would cease automatic deliveries but would mail a phone directory or a CD-ROM if requested.

The request for a delivery exemption by AT&T, which publishes 52 directories with 6.9 million circulation in North

Carolina, covers six metropolitan areas including Raleigh and Charlotte. AT&T's Charlotte directory has a circulation of 710,000 and a DHC rate of \$18,860. It competes with Yellowbook's (Uniondale, NY) 479,000-circulation Charlotte book with a DHC rate of \$7,620.

AT&T's Raleigh directory has a circulation of 557,000 and a DHC rate of \$15,012 and competes with Idearc Media's (Dallas) 453,000-circulation Raleigh book with a DHC rate of \$5,821. AT&T filed a similar request with the North Carolina commission in 2007 but suspended its request after consumers raised concerns. AT&T was granted an abeyance by the commission in November 2007.

The North Carolina request follows a February decision by the Public Utilities Commission of Ohio to grant a similar appeal for an AT&T delivery exemption. The white pages in Ohio will be supplied by AT&T through an online, electronic version with a free printed directory delivered upon a customer's request. The white page exemption was the second ruling this year by the Ohio PUC. In January, the PUC approved a similar request from Cincinnati Bell. ■

RBOC Billings Increase 14% as Publishers Reschedule Directories

Billings for the RBOC publishers increased 14% to an estimated \$692.3 million in February for books with more than 50,000 circulation. Yellow pages volume increased 12% to 54,384 pages.

The increase can be attributed to the rescheduling of 16 directories with greater than 50,000 circulation by the RBOC publishers.

The largest number of rescheduled books was eight directories with 1.6 million circulation in Michigan by AT&T Advertising Solutions. In 2008, the directories were published in January. Other rescheduled books were four directories with 700,000 circulation in Florida by Idearc.

The RBOCs published 118 directories with more than 50,000 circulation in February. Idearc, which published 53 directories with greater than 50,000 circulation in February, led with an estimated \$382.4 million in billings followed by AT&T and Donnelley. ■

DIRECTORY DATABANK, FEBRUARY 2009

		<i>Directories over 50,000 circulation</i>				
Company	Total # of directories	Directories with 50,000+ circ.	Total WP	Total YP	Total pages	Circulation (000)
RHD ¹	66	19	7,722	11,087	18,809	2,150
ATT ²	108	46	15,863	17,411	33,274	8,403
Idearc	102	53	18,642	25,886	44,528	9,511
Total, February	276	118	42,227	54,384	96,611	20,064
January - February 2009						
		<i>Directories over 50,000 circulation</i>				
Company	Total # of directories	Directories with 50,000+ circ.	Total WP	Total YP	Total pages	Circulation (000)
RHD ¹	102	37	14,517	20,508	35,025	5,885
ATT ²	182	93	30,456	39,933	70,389	19,864
Idearc	178	84	29,708	40,825	70,533	18,149
Total, YTD	462	214	74,681	101,266	175,947	43,898

¹RHD's Dex Media and DonTech books; ²AT&T and BellSouth directories tracked together by YPA's Rates & Data as of August 2007 editions. Pagecounts for some books were provided by Acxiom.

TOTAL PAGECOUNTS AND BILLINGS

	February-09	February-08	Change '08-'09
Yellow Pages	54,384	48,565	12.0%
Billings	\$789,203,997	\$692,349,020	14.0%

RBOC RELEASES WITH GREATER THAN 50,000 CIRCULATION, FEBRUARY 2009

<i>RHD (Dex & ATT books)</i>	White Pages	Yellow Pages	Total Pages	Change '08-'09	Circulation (000)	DHC Rate
Fort Collins (CO)	472	1,029	1,501	0.0%	126	5,196
Loveland (CO)	334	635	969	-0.3%	60	3,684
Idaho Falls (ID)	255	656	911	-3.7%	103	3,984
Pocatello/Blackfoot (ID)	65	395	460	1.0%	98	1,330
Fox Valley - Aurora (IL)	254	561	815	-6.8%	106	6,742
Fox Valley - Elgin (IL)	151	405	556	-4.3%	65	5,267
Fox Valley - Geneva (IL)	207	619	826	-6.1%	63	4,313
Fox Valley - Central Mkt (IL)	476	887	1,363	-0.2%	67	4,516
Fox Valley - NorthMarket (IL)	476	887	1,363	-0.2%	67	5,025
Fox Valley - Southmarket (IL)	476	887	1,363	-0.2%	67	8,078
Metro East-Central (IL)	682	488	1,170	2.1%	96	8,637
Metro East-North (IL)	682	411	1,093	2.5%	76	5,623
Metro East-South (IL)	682	530	1,212	0.6%	157	8,904
St. Cloud (MN)	296	520	816	-3.5%	133	5,220
Missoula (MT)	272	676	948	4.3%	129	3,636
Clackamas County (OR)	748	374	1,122	0.8%	199	4,644
East County (OR)	0	166	166	0.0%	144	4,824
Gr Westside (OR)	905	268	1,173	3.1%	260	5,532
Bellingham-Whatcom (WA)	289	693	982	3.6%	134	4,836
Sub-total, 50,000+	7,722	11,087	18,809	-0.5%	2,150	

<i>AT&T</i>	White Pages	Yellow Pages	Total Pages	Change '08-'09	Circulation (000)	DHC Rate
Little Rock (AR)	594	903	1,497	-8.7%	485	10,368
Alhambra C (CA)	0	345	345	-5.5%	247	6,012
Butte County (CA)	388	732	1,120	1.4%	170	4,560
Los Angeles NW A C (CA)	0	276	276	-7.4%	269	2,700
Pasadena C (CA)	0	528	528	-0.6%	237	5,796
San Gabriel Valley W (CA)	925	0	925	N/A	269	0
Yuba & Sutter Cos (CA)	388	454	842	0.0%	101	3,912
Albany (GA)	220	237	457	-9.5%	108	5,652
Anderson (IN)	281	225	506	-15.4%	73	5,292
Muncie (IN)	255	210	465	-7.5%	95	5,868
Gr Ohio Valley Area (KY)	200	197	397	0.0%	100	4,968
Houma (LA)	360	262	622	1.2%	77	4,692
River Region (LA)	1,310	116	1,426	1.8%	49	3,108
Shreveport (LA)	820	579	1,399	-8.8%	275	8,028
Shreveport Midi (LA)	200	635	835	0.0%	101	800
Detroit (MI)	577	867	1,444	0.2%	619	13,152
Detroit East Area (MI)	641	931	1,572	0.1%	478	12,000
cont'd. on next page						

RBOC RELEASES WITH GREATER THAN 50,000 CIRCULATION, FEBRUARY 2009

<i>AT&T</i> (cont'd.)	White Pages	Yellow Pages	Total Pages	Change '08-'09	Circulation (000)	DHC Rate
Detroit-SE (MI)	0	313	313	-0.6%	234	19,800
Eastside Comm Guide (MI)	289	107	396	-1.8%	131	4,152
Fenton-Holly Nbhd (MI)	86	194	280	-3.5%	53	1,716
Genesee County (MI)	514	725	1,239	-1.4%	387	7,728
Mt Clemens Com Guide (MI)	323	112	435	9.8%	92	3,528
Northern Macomb Co (MI)	159	227	386	4.6%	59	3,048
Shoreline Comm Guide (MI)	227	132	359	0.0%	75	2,736
Strig Shelby Com Guide (MI)	604	189	793	1.1%	159	3,168
Washtenaw Cnty-Gr An (MI)	469	582	1,051	0.3%	343	9,192
Missouri's Parkland (MO)	263	254	517	-0.4%	56	3,588
Catawba County (NC)	277	174	451	0.0%	95	3,636
Lenoir (NC)	183	110	293	-2.7%	53	4,500
Union Co-Matthews (NC)	266	181	447	-10.4%	128	2,844
Toledo (OH)	499	802	1,301	0.2%	510	10,308
Toledo Comp (OH)	178	138	316	2.2%	264	1,030
Canadian County Area (OK)	334	273	607	9.6%	52	2,388
Edmond-Guthrie (OK)	251	299	550	4.2%	130	4,260
Green Country Region (OK)	214	147	361	-6.4%	92	2,124
Midwest City-Del (OK)	151	236	387	-7.1%	93	3,252
Muskogee Region (OK)	287	243	530	0.0%	81	3,972
Norman Regional (OK)	168	157	325	-7.6%	161	5,268
Sapulpa-Sand Spgs (OK)	635	812	1,447	-5.6%	74	2,544
Gtr Columbia-Lexington (SC)	656	922	1,578	-0.2%	438	11,028
Seneca (SC)	264	202	466	0.0%	80	3,867
Longview (TX)	324	576	900	-3.4%	151	5,964
Randolph Area (TX)	210	135	345	-1.5%	79	3,588
Madison (WI)	589	1,043	1,632	3.0%	410	9,012
Oshkosh (WI)	149	336	485	-4.8%	88	3,756
Sheboygan (WI)	135	293	428	-2.3%	82	3,384
Sub-total, 50,000+	15,863	17,411	33,274	-1.9%	8,403	

<i>Idearc</i>	White Pages	Yellow Pages	Total Pages	Change '08-'09	Circulation (000)	DHC Rate
El Mnte-Rsemnd Bilngl (CA)	37	293	330	1.0%	60	2,343
Huntington Park Bilngl (CA)	64	316	380	3.3%	92	2,281
Los Angeles E Bilngl (CA)	329	196	525	0.0%	118	4,070
San Fernando Vly E (CA)	603	872	1,475	-0.2%	406	3,780
San Fernando Vly W (CA)	602	890	1,492	-0.2%	351	3,780
Santa Clarita Valley (CA)	417	365	782	-2.4%	90	2,469
Haines City (FL)	408	428	836	0.0%	66	2,734
cont'd. on next page						

RBOC RELEASES WITH GREATER THAN 50,000 CIRCULATION, FEBRUARY 2009

<i>Idearc</i> (cont'd.)	White Pages	Yellow Pages	Total Pages	Change '08-'09	Circulation (000)	DHC Rate
Lakeland (FL)	540	848	1,388	0.2%	159	5,241
Naples & Marco Is (FL)	148	432	580	16.1%	206	2,432
Winter Haven (FL)	520	877	1,397	0.0%	84	4,410
Zephyrhillis (FL)	230	382	612	0.0%	68	2,356
Lafayette (IN)	153	353	506	10.0%	139	8,934
Bangor (ME)	212	364	576	2.2%	135	7,182
Rumford (ME)	159	142	301	1.4%	74	4,284
New Bedford (MA)	190	403	593	0.8%	135	7,623
St. Paul (MN)	148	929	1,077	0.0%	402	4,347
Camden (NJ)	409	1,335	1,744	0.3%	305	9,085
Passaic C (NJ)	408	491	899	15.5%	82	5,594
Passaic Spanish (NJ)	792	580	1,372	-1.0%	82	2,230
Paterson C (NJ)	431	664	1,095	0.0%	101	6,640
Paterson Spanish (NJ)	792	786	1,578	-0.3%	51	1,234
Pompton Lakes C (NJ)	408	387	795	-6.1%	78	4,398
Pompton Lakes Comp (NJ)	569	429	998	0.0%	56	252
Albany (NY)	614	635	1,249	-11.7%	228	11,088
Bay Ridge (NY)	410	187	597	-5.6%	107	2,709
Brooklyn Heights Dnt (NY)	459	228	687	-8.8%	108	2,911
Brooklyn Spanish (Y)S (NY)	0	1,271	1,271	0.2%	298	5,884
Brooklyn W (NY)	1,144	0	1,144	N/A	892	0
Brooklyn Y (NY)	0	639	639	-20.1%	899	22,856
Canarsie (NY)	212	142	354	-6.0%	65	2,709
Capital Dist No Com (NY)	184	191	375	-12.4%	51	3,175
Chautauqua County (NY)	198	139	337	4.5%	72	2,898
Colonie (NY)	236	166	402	-21.0%	54	3,768
Midwood (NY)	216	140	356	0.7%	54	2,646
Schenectady (NY)	614	545	1,159	-11.2%	134	9,060
Sheepshead Bay (NY)	438	164	602	-7.9%	97	2,709
Staten Island (NY)	256	479	735	0.8%	217	11,983
Troy (NY)	614	422	1,036	-14.4%	95	8,038
Bowling Green (OH)	98	180	278	9.1%	53	6,476
Gresham (OR)	281	554	835	0.5%	124	8,052
Portland (OR)	334	926	1,260	0.0%	897	8,152
Washington County (OR)	568	699	1,267	0.0%	280	12,524
West Washington Co (OR)	301	99	400	3.1%	53	7,912
Hazleton (PA)	99	262	361	2.7%	55	4,624
Boerne-N San Antonio (TX)	304	264	568	0.8%	95	2,671
Salt Lake City (UT)	180	1,426	1,606	-2.3%	412	3,717
Peninsula Consumer C (VA)	598	871	1,469	-0.2%	255	8,228
Prince William Reg (VA)	356	799	1,155	-8.5%	239	7,358
Warsaw C (VA)	203	260	463	9.7%	59	3,793
Williamsburg C (VA)	596	660	1,256	0.0%	73	2,872
Enumclaw (WA)	125	158	283	6.0%	54	1,663
Tri Cities (WA)	163	454	617	16.1%	97	6,501
Sun Prarie (WI)	272	164	436	7.2%	54	5,065
Sub-total, 50,000+	18,642	25,886	44,528	-1.3%	9,511	

Reproduction by photocopying or any other means strictly prohibited.