

## ***Market Your Company in the WMA “Yellow Pages”***

Dear WMA Service and Industry Member:

It's that time of year again! A new Service & Industry Directory is in the works, but this year, the look is different.

The 2000 directory will be easier to read and easier to handle. Similar to the association's new membership brochure, the Service & Industry Directory will have a sleeker appearance with larger pages, making it easier for members to find the information they need quickly. Companies will be listed by category under the table of contents, and alphabetically in the index at the back.

Another new feature will be color. For a minimal cost, Service & Industry members can add color to their ads and/or listings. Business card-size ads will be expanded to fit into the new ¼-page format, at no additional charge. In fact, ad rates for the Service & Industry directory have been slightly reduced this year. *WMA will also provide free set-up for ads if you are not able to provide camera-ready art.*

If you're still not convinced that running an ad in the WMA Service & Industry Directory is a good investment, listen to the comments of other members who have advertised here:

I wouldn't go without it. I have people wanting me to advertise with them all the time – the Yellow Pages, the White Pages, the funny pages. I tell them to go away. The benefit of the Service & Industry Directory is that it's focused. We can reach the people we want to. — *Bill Nelson ( Express Escrow Company, Huntington Beach)*

Owners and managers need to rely on qualified companies to provide services. Advertising in the directory helps people become aware that there are options out there. And it helps us distinguish ourselves from the rest. — *John Skeffington (Ben's Asphalt & Seal Coating, Santa Ana)*

This is a target market for us. We're very busy, so it must be working! — *Glenn Gilliam (Advantage Homes, Sunnyvale)*

We've been big supporters of WMA since 1969 (30 years) and wouldn't think of NOT running an ad in the directory. It's one of the two best ways to reach our market. The other is the *WMA Reporter*. — *Jerry Hamlin (J.B. Bostick Company, Anaheim)*

If you're a regular advertiser in the *WMA Reporter*, you know it makes a difference to target your message to a concentrated audience. Combine that with a tool that is used all year long – the Service & Industry Directory – and you've got one of the most powerful marketing mediums this industry has to offer.

Remember . . . WMA's Service & Industry Directory is the equivalent of your telephone company's Yellow Pages. It's there at your fingertips ***ALL YEAR LONG!***

Sincerely,

Christine Wilson  
Publications Manager