

## **LOCAL SPONSORED LISTINGS**

### **Design Specification and Content Rules for Sponsored Listings**

1. There are two design options available: landscape and portrait as shown in the image below. The position of each design is fixed, i.e. portrait will be shown on the right hand column and the landscape design will be displayed above the main results list on the left.
2. We accept (.gif, .jpg, .jpeg, .bmp, .png) graphical formats.
3. The dimensions of the graphics will be reduced to a size of 50 x 40 pixels (for both landscape and portrait designs) and the file size will be compressed to a maximum of 4k. This may reduce the clarity of the image compared to the original supplied to us.
4. Your advert can have up to 6 bullet points of 30 characters each, or 180 characters of un-bulleted text. The portrait design will show a subset of this content on the main results page, and will have a link to a further page which will show the full content of the advert.
5. Your *company name*<sup>1</sup> must appear on your advert.
6. You have the option of including a logo or an image to your advert.
7. Your Sponsored Listings advert may have a link to your website.
8. You may include up to two telephone numbers. If you decide not to have any telephone number in your advert then you must include a link to your website. Each phone number can have up to 14 digits, with a prefix of up to 16 characters.
9. You can suppress your address<sup>2</sup> in your advert; however, this does not increase the content allowance for your advert set out in paragraph 4 above.
10. Sponsored products will be labelled to distinguish them from the remainder of the search results.
11. The *options* will be displayed where relevant content has been supplied.
  - a. 'E-mail business' is displayed if you have provided us with an email address
  - b. 'Maps/ Directions' is displayed if you have not suppressed your address.
  - c. 'Send to mobile' and 'Save to address book' are shown if you have either a telephone number or if you are displaying your address.

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<sup>1</sup> Company Name is the trading name used for your business as supplied to us in your branch information. Alternatively, you can supply a new one to us when you purchase this product.

<sup>2</sup> Yell will release an advertiser's address to a third party on demand.

12. Where our users search for a keyword (not classification) that appears within your advert content or within a limited number of pages on your website we will show the matched keyword within the advert.
13. Your advert will show the classification that matches the search term. More than one classification matches may be shown on your advert.
14. The size, layout and the design of the Sponsored Listing are subject to change without prior notice.

### Design Options with Graphics

**Save £'s with Mr. Motor**  
Low price quotes online

**YELL.COM** Search for keyword:  and/or company name:  located in:  **SEARCH**

101 results for "car insurance"  
Matches located in London

**SPONSORED LISTING**  
**Car Cover Direct** Website

Enquiries: **0800 555 4422** Claims: **0870 789 9899**  
Classification: Insurance - Car & Motor

Instant quotes • Great rates for quality cover • Up to 70% no claims discount • All ages, any vehicles • Courtesy car option • Low cost breakdown cover  
Options: [E-mail business](#) [Send to mobile](#) [Save to address book](#)

**DM Insurance Services** Website

54, Tottenham Court Road, London W1A 5RT  
Tel: **0207 809 6759** Fax: **0207 899 6756**  
Classification: Insurance - Car & Motor

• Motor insurance • Travel insurance • Pet insurance • Home insurance • 25 years in business • Friendly and professional service  
Options: [E-mail business](#) [Send to mobile](#) [Save to address book](#)

**Nicholson Bond** Website

10, High Street, Chiswick, London W4 7BY  
Tel: **0208 733 3045** Fax: **0208 733 8080**

**Wider location matches**

**SPONSORED LISTING**  
**Best Quote** Website BQ

Full listing

Liverpool, L7 2HA  
Tel: **0800 899 8989**  
We offer low, low rates and easy monthly payment options.

Classification: Insurance - Car & Motor

**Edinburgh Mutual**

Edinburgh, EH1 9RQ  
Tel: **0870 989 5667**  
Classification: Insurance - Car & Motor

• Low cost, high value cover  
• Deals for mature drivers

### Design Example without Graphics

Example of landscape design without graphics, but with full content.

**SPONSORED LISTING**  
**A N Other Building Supplies Ltd** Website

Warehouse 16, Sovereign Industrial Estate, Reading, Berkshire RG1 7TT  
Tel: **0118 978 9721**

**Matches:** building, supplies **Classification:** Builders' Merchants

• Plumbing and electrical work • Extensions and renovations • Roofing, landscaping, building  
• PVC fascias and guttering • Fitted kitchens • Carpentry, joinery, locks

**Options:** [E-mail business](#) [Send to mobile](#) [Save to address book](#)

### **Local Sponsored Listings (LSL) Product Rules**

1. Displayed at the top of our search results for your chosen classification and Yellow Pages directory area combination in the case of exact classification searches, and where no company name has been searched for. Please see the above screenshots to see the position of these adverts on the results page.
2. Local Sponsored Listings may also be displayed when a search is done for the keywords that are related to your LSL classification within your selected YP directory area. In case of keyword searches which match a number of classifications we will serve the most relevant Local Sponsored Listing advert on the first page, followed by the less relevant Local Sponsored Listings on the subsequent results pages. Relevance to be determined by Yell.
3. The same Local Sponsored Listing will only be displayed once within the same search. This means if a user has already seen your advert on the first page of the results, we will use another Local Sponsored Listing on the subsequent results pages.
4. Local Sponsored Listing will only appear in classification searches for locations that are a post town or smaller and within your selected YP directory area. In all other types of searches (e.g. company name search or searches in wider locations, e.g. Oxfordshire, London) your other ad products or Free Line Entry<sup>3</sup> will appear. In classification searches for locations within your selected YP directory area, your Local Sponsored Listing will be shown in preference to your other products (e.g. Enhanced Listing or a Web Link) if the two products have the NAT (Name, Address, Telephone). This rule is applied irrespective of address suppression.
5. Choice of two positions per classification. Same advertiser<sup>4</sup> cannot purchase both positions in the same classification.
6. This product has duration of 12 months.
7. Local Sponsored Listings are sold at a fixed, rate-card price.
8. When a user makes a secondary search by selecting to view just the Coverage Plus advertisers, the LSL will not be displayed.

<sup>3</sup> If you have not purchased any products for Yell.com, then your basic name and address and telephone number will appear in our search results. These will be displayed below the paid-for adverts.

<sup>4</sup> Same holding company with different brands may purchase both positions. However, we reserve the right to remove or refuse any adverts which would remove the diversity of our results set as a result of multiple brands owned by the same holding company dominating our results set.