



BERNSTEIN-REIN YELLOW PAGES
A division of Bernstein-Rein Advertising

Bernstein-Rein Advertising, Yellow Pages Division

Since 1964, Bernstein-Rein Advertising has helped companies achieve consumer preference, customer loyalty and category leadership. Wal-Mart, Blockbuster and McDonald's have relied on us to build their brands using memorable advertising messages. The same agency that developed the Happy Meal for McDonald's and made it A Blockbuster Night also offers comprehensive Yellow Pages services. Bernstein-Rein is a unique blend of full-service advertising agency with deep-rooted experience in directory advertising.

BR Facts

Founded: 1964

Total Annual Billings: More than \$500 million

Staff: Over 300 including integrated Yellow Pages division

Profile: 37th largest full service agency. 8th largest independent agency

Agency Services: Marketing Strategy • Creative • Database • Interactive • Media • Research • B to B • Yellow Pages

Yellow Pages Services

Bernstein-Rein Yellow Pages takes the idea of full service beyond a complementary window washing. Let us show you how we can produce a cost-efficient and effective program for you.

About YP Industry

Change is good, right? Identifying the benefits, as well as the disadvantages, of perpetual industry change and knowing how change will affect your brand, product or service are key to staying ahead of your competitors. With all of the ongoing YP industry changes, you need a partner to help you adapt. We'll help you adapt and prosper.

Billing

Looking for billing accuracy, efficiency and flexibility? We can customize your billing to meet almost any need, while staying accurate, efficient and flexible.

Creative

Break out of the clutter and reach your customers. Is your current Yellow Pages ad up to that standard? If not, send it to us and our exceptional creative staff will show you what we've got.

Media Planning

We use the most sophisticated and up-to-date tools available to help you successfully reach your directory target audience at the right time and the right price.

On-Line Directories

Stay ahead of your competition. Optimize your directory advertising success by complementing your printed and online campaigns – often at reduced savings.

On-Line Administration

If you'd like to reduce paper and increase savings, you can manage your directory advertising program on-line, anytime, through our BRYP extranet.

Research

What works? What doesn't? Directory advertising is not a guessing game. Test the effectiveness of your ads and learn about your competitors by tapping on the glass of our think-tank.

Contact:

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