

Year Introduced	Product
1986	White Pages Business Card
1988	White Pages Billboard, One Spot Color, Yellow Highlight, Full Page Ads Tabs, Outside Back Cover, Business Listings, By-Location
1989	Display Multi Color
1990	White Pages Image Builders
1991	Easy Reference Guide, Inside Back Cover, 4 Inch In-Column Ads
1992	Superbold Listings, White Pages Banners, Perforated Tabs, Knockouts
1993	Coupons
1994	Inside Front Cover, Double Truck, Processed Photo, Display Spectrum Color Blue and Green Superbold Listings
1995	Audio Services, Restaurant Menus, On-The-Go Directories
1996	Internet Listings
1998	White Pages In-Column
1999	Triple Trucks, Internet Yellow Pages, Internet Pointers, Hispanic Index Internet Guide
2000	In-Column Knockout, Spine Ads, Replica Ads, CD ROM
2001	White Pages Display, Superbold In-Column, Dining Guide Front Cover Banner Ads, Front Tip-on Coupons, Specialty Guide
2002	In-Column Spectrum Color, Top Tabs, White Pages Repeating Corner Ad Knockout in Trade