



**Residential White Pages
Upon Request Distribution Overview
Washington
May 2012**

Public Interest Issue re Traditional White Pages

- Consumer **usage** and **utility** of printed Residential White Pages has declined significantly:
 - Just 11% in 2008 per Gallup study
- **Usage**—white pages supplanted by:
 - Internet
 - Cell phone contact lists & speed dials
 - Handset auto redial and called/calling number history functions
- **Limited Utility**—residential listing declines:
 - “Cell phone only” households (now 32%) are unlisted
 - VoIP often unlisted
- **Go Green**—Increasing consumer environmental sensitivity

Next Step Toward Public/Private Goals and Preservation of Consumer Choice

- Printed Residential White Pages moving from “**saturation**” to “**upon-request**” model
- Printed Residential White Pages **not** being eliminated
 - Merely modifying the manner of delivery
- **Every** consumer can still request a **free** Printed White Pages
 - Call toll free “800” number
 - www.DexKnows.com/Green
 - Free delivery in a week or so
- Yellow Pages not changing

Printed Residential White Pages *Upon Request*

- Significant precedent in other states for *Upon Request* delivery
- AT&T: In 62 markets in 13 states now
- SuperMedia (Verizon): similar changes in many markets, including California
- Experience? Win-win!
 - Almost no complaints, no organized opposition
 - Printed white pages directory request rates—single digit percentages
 - As low as under 1%
 - Studies of white pages usage were accurate, if not overstated
 - Substantial savings in costs and environmental impact

Consumer Messaging Plan

Dedicating Entire Side of Delivery Bag & Callout on Reverse

Side 1

Looking for the Residential White Pages?



To request a free copy of the Residential White Pages, visit DexKnows.com/Green or call 877-243-8339.

Find recycling options at 1-877-2-GET-DEX or go to DexKnows.com/Green.

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Side 2

Easy-Access Information.



From your table top to your desktop to the palm of your hand — Dex delivers complete local info whenever and wherever you're looking.

Print | DexKnows.com® | Mobile | DexPages.com

To request a free copy of the Residential White Pages, find recycling options or stop delivery of Dex published directories visit DexKnows.com/Green or call 877-243-8339.

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Consumer Messaging Plan

Adding Directory Front Cover Callout

dex
Official Directory | CenturyLink™

To stop delivery of future directories
visit www.yellowpagesoptout.com

Looking for the Residential
White Pages? Request a free
copy at DexKnows.com/Green
or call 877-243-8339

Issue: Month Year
Market Name
Community Names

LOOK INSIDE FOR:
Feature 1
Feature 2
Feature 3

dexknows.com.

Find recycling options and more
at DexKnows.com/Green

Look inside.
Find a business.
Scan the code.
Get business information,
coupons, reviews and more.
Download a reader at DexKnows.com/Scan

Listings for all local telephone companies including CenturyLink TelCo, TelCo 2, TelCo 3, TelCo 4
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Consumer Messaging Plan

Adding Phone Service Pages Callout

DexKnows.com®
Phone Service Pages

phone service pages

At the time this directory was published, the following companies, in addition to CenturyLink, offered local service in the City, State area and requested that their information appear in the CenturyLink Yellow Pages. Detailed information about the availability of local service from companies other than CenturyLink can be obtained directly from these companies.

	Residential		Business	
	New Service	Repair	New Service	Repair
CenturyLink	702-244-3400	702-385-2211	702-878-8898	702-878-8898
Cox Communications	702-383-4000	702-383-4000	702-507-2900	702-507-2000
Custom Telecom	702-876-1222	702-876-1222	702-876-1222	702-876-1222
Locell Communications	702-888-1000	702-888-1000	702-888-2900	702-888-2000
Navigator Telecommunications LLC			888-662-8825	888-662-8835
Tel-Pacik Communications			702-851-6100	877-487-3PAC

Looking for residential listings information?

Residential White Pages listings for your area will now be delivered upon request. You can access White Pages listing information in one of the following ways:

- Residential listings are on DexKnows.com, access info by going to DexKnows.com and clicking on "Find a Person".
- Visit DexPages.com for the electronic version of the directory.
- Request a free copy of the Residential White Pages by visiting DexKnows.com/Green or by calling 877-243-8339.

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Questions? Follow up?

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