

## More Frequently Asked Questions

9. **Businesses that serve everybody/ Interest mainly in “Americans”** – With us businesses target millions of people in LA County. They choose who they wish to expand their business with. In LA County, Caucasians are only 20% of the population. Most businesses have worked with people from different ethnic communities with huge buying power. So imagine how much more business we can offer.
10. **Doesn't believe in Yellow Pages** – More than 70% of Americans go online every day. The internet is everywhere at anytime. We are Online Community Guides – specifically targeting communities with huge buying power. In addition, businesses get a full page ad and the system selects them throughout the year to pop up for extra exposure. Advertisers track emails and hits to their website.
11. **Already advertises for the (specific) community in TV/magazine** – In general, a business has to allocate 25% of their marketing budget to the Internet. 25 - 65 year old customers go online and find other alternatives. By not being there a business misses out on this opportunity. They probably do not watch cable TV, and magazines are used for a couple of days and thrown away. At Pages LA we customize the ads for the local audience. It is extremely affordable and is on 24/7.
12. **Already has specific community** – No one can have enough business. Again, many people become new shoppers, they are new to the area, and there are always younger customers. Advertisers want to show to the new, and even more so to existing, customers that speak their language, are modernized and understand the importance of being available online.
13. **No internet/ computer/ doesn't use email** – An advertiser doesn't have to use a computer or have computer skills, but customers use the internet regularly. We promote businesses to this clientele who are 25 - 65 year olds, sophisticated, and educated.
14. **Who are your competitors?** - There are other online and printed directories. We are online, and specialize in promoting businesses specifically to ethnic communities. With our directory, a business competes with a reasonable number of businesses, so actually has a fair chance to get customers.