

Information & Distribution Data

PURPOSE: *Who? What? Where? The Directory* was founded in 1977 with the purpose of providing a unique advertising medium for businesses that improve the survival of individuals, groups and the environment with a high degree of honesty, integrity and reliability. We have successfully fulfilled that purpose for over three decades, helping such businesses flourish and prosper with our directory – in print and now on the Web.

DISTRIBUTION: The directory is distributed: 1) by the Advertisers themselves to their customers, clients, families and friends; 2) via many store and business outlets; 3) via mailing to our subscriber mailing list; 4) to single-family residences of Glendale, Glendale Hills, Montrose, La Crescenta, La Canada, Tujunga, Sunland and Atwater areas. Quantity of copies printed will be between 20,000 and 35,000 copies.

DEADLINES:

- 10% discount may be obtained by placing and paying for orders in full before September 30th. (See Advertising Order Form.)
- Display ad and listing orders must be received by October 31st.
- All payments must be received by November 4th in order for ad(s) to be included.
- November 8th is the final deadline to submit completed artwork for display ads.

PUBLICATION DATE: The Los Angeles edition is published once a year in January.

FACTS:

- 1) The directory has been in business for over 30 years – since 1977.
- 2) It has over 90% repeat business and new businesses added each year.
- 3) It is well-utilized and established in the community.
- 4) It's the first place many people look for a business when needed.
- 5) People tend to carry them in their purses or briefcases or keep them handy at their desk.
- 6) It is in print AND on the World Wide Web – with over 2,000 unique visitors every month.

POSSIBLE SIDE EFFECTS OF ADVERTISING:

- 1) Your phone may start ringing off the hook!
- 2) Your income and overall statistics may increase dramatically.
- 3) You may have to hire more people.
- 4) You may have to move into a bigger, better space.
- 5) You may need to get a larger bag to take all your money to the bank!

CONTACT INFORMATION:

- Account Manager for **existing accounts:** 800-621-8808 or sally@whowhatwheredirectory.com
- Account Manager for **new accounts:** 877-307-8808 or newacct@whowhatwheredirectory.com
- Data Entry & Technical: 800-621-8808 or tech@whowhatwheredirectory.com
- Treasury queries: 800-621-8808 or treasury@whowhatwheredirectory.com
- Fax number to use to send your forms, listing, etc.: 800-341-0680
- Mailing address: *Who? What? Where?*, PO Box 2122, Clearwater, FL 33757

**Who
What?
Where**
THE DIRECTORY
LOS ANGELES EDITION

