

# Over 86 million people call 118118 looking for a business like yours...

Some callers know the name of the business they want, but a lot of the time they don't – they just want a taxi, a pizza or an emergency plumber right now.

## Priority advertising package

If a caller doesn't know the name of a business, our agents will pick a nearby business at random and offer to connect them or send them the number.


With our Priority Package, your telephone number is provided **first** generating calls you wouldn't normally get.

## How does it work?

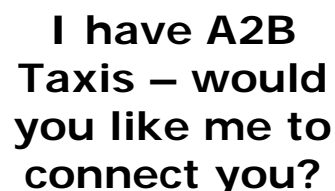
- Priority advertisers take turns to appear first on the screen in front of our call centre agents.
- When we connect a caller to you, a 'whisper' will let you know the call is from us.
- Every call from a mobile is sent a text confirming the number.
- Annual charge based on call volumes for your business type and area.
- Limited slots available in each location.

## What you get

- Prioritised listing on our directory enquiries system.
- Customised text message when mobile callers receive your number.
- Priority listing on 118.com.
- Block competitors from advertising on your texts.
- Reporting available to show you how its working.



I need a Taxi  
in Brighton  
town centre  
please



I have A2B  
Taxis – would  
you like me to  
connect you?



\*2009 posted responses via 118 118

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