

**RH Donnelley/CBT Services and License Agreement  
Schedule A**

**Price**

**Yellow Pages**

<b>A. Business Listings Database - Printed Publication</b>	
1. Initial Business Listings Database Extract	
1a. Setup including file extract and transport readiness*	Not yet determined
1b. License Fee:	
Listing charge	\$.45/business listing
Annual use of listing in printed publication	\$.90/business listing
2. Daily Business Listing Updates	
2a. Setup including daily feed programming and transport readiness*	Not yet determined
2b. License Fee:	
Daily Business Listing Update transmission	\$.90/daily business listing update
Annual use of Business Listing Update in printed publication	\$.90/daily business listing update

**White Pages**

<b>A. White Pages Annual Listing Extract - Printed Publication</b>	
1. Setup including file extract and transport readiness* (if necessary)	Not yet determined
2. License Fee:	\$.90/listing extracted
<b>B. White Pages Listing Extract - Electronic Publication</b>	
(available every six months)	
1. Setup including file extract and transport readiness*(if necessary)	Not yet determined
2. License Fee	\$1.15/listing extracted

**Distribution Data**

<b>A. One Time Extract of Distribution Data</b>	
1. Setup including File extract and transport readiness* (if necessary)	Not yet determined
2. License Fee:	
Distribution Data Charge	
Residence	\$.04/listing extracted
Business	\$.045/listing extracted
Use of Distribution Data	\$.30/listing extracted
<b>B. Daily Updates</b>	
1. Setup including file extract and transport readiness* (if necessary)	Not yet determined
2. License Fee:	
Daily Updates	
Residence	\$.25/residence update
Business	\$.45/business update
Use of listing information updates for distribution	\$.30/listing extracted

\* Transportation readiness does not include the actual transport of data. See section 10.2 of Agreement.

# Listing Purchase Comparison

Cincinnati Business listing base: 91,000

	Current CBT per unit charge	Cost to Donnelley	Previous CBT per unit charge	Cost to Donnelley	Bell South per unit charge	Cost to Donnelley
<b>Business listing database</b>						
License Fee:						
Listing Charge	\$ 0.45	\$ 40,950	\$ 0.11	\$ 10,010	\$ 0.04	\$ 3,640
Annual use charge	\$ 0.90	\$ 81,900				
<b>White pages annual listing extract</b>						
License Fee:						
Listing Charge	\$ 0.90	\$ 81,900				
<b>White Pages listing extract for electronic publication</b>						
License Fee:						
Listing Charge	\$ 1.15	\$ 104,650				
<b>Total</b>	<b>\$ 3.40</b>	<b>\$ 309,400</b>	<b>\$ 0.11</b>	<b>\$ 10,010</b>	<b>\$ 0.04</b>	<b>\$ 3,640</b>

**CINCINNATI ENQUIRER**  
**MARCH 31, 1998**

**Second Yellow Pages  
lowers consumer costs**

Thank you for the article on competing yellow pages ["Competing Yellow Pages set to square off," March 15]. Most consumers would be shocked if they knew what these ads cost and how much extra businesses have to charge to cover this cost.

I had the privilege and enjoyment of watching Cincinnati Bell Directory and Reuben H. Donnelley Corp. compete for my advertising dollar. Cincinnati Bell is a company with integrity, and it would have won if it hadn't tried to raise my present ad \$300 a month. Yellow pages must be the only product in America where a new competitor is combated with raising your prices. I can buy twice the column space in the new One Book at a 70 percent savings over my present ad with Cincinnati Bell.

I urge everyone to use the new Donnelley One Book because, at least in our case, lower advertising costs will result in lower prices to our customers.

**JERRY M. HARTMAN**  
Finneytown



# PUT YOUR YELLOW PAGES TO THE TEST

When a Yellow Pages sales representative calls on you, make sure their directory works as hard as you do.

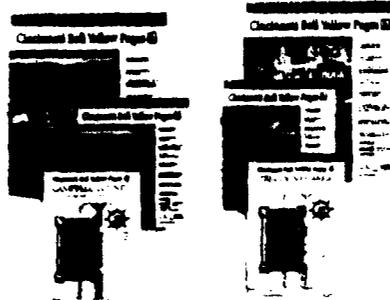
## Ask them these questions:

- Do 97%\* of the consumers in Cincinnati and Northern Kentucky have a copy of your directory?
- Does your directory have over 90 million references\* in the Cincinnati and Northern Kentucky area.
- Do you have accurate survey results to prove your directory is being used?
- Do you offer separate directories in surrounding areas like Clermont, Butler, Boone, and Campbell, so I can customize my advertising program?
- Do you distribute directories to new residential and business customers throughout the year, so my ad gets seen by as much of the market as possible?
- Do you have the most current listings every year?
- Do you cut down on my paperwork by putting Yellow Pages billing directly on my monthly phone bill?
- Do you guarantee your directory will be published on time, so I get all the exposure I pay for?

\* Source: 1996 NYPM Category Report for Cincinnati and Hamilton Co. NYPM is a division of NFO Research Inc., one of the largest market research firms in the U.S.

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for Cincinnati and Northern Kentucky  
can say **YES** to all of the above!

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