Yellow Pages - Heading Files, Changes and Directory Advertising

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Carrier Services
Frontier Communications
Rochester, NY

Jurisdiction: All Properties
Revised Date: 09/05/2017
Yellow Page Heading Files

A courtesy Yellow Page listing is provided to a business listing. The Yellow Page Heading is determined at time the directory listing is established and is accepted on the LSR. Population of the Yellow Page Heading Number [YPH] and the Yellow Page Heading Verbiage [YPHV] fields are required when establishing new business listings. Selecting a YPH and YPHV from the heading lookup tools will ensure that your customer’s listing will appear under the correct heading in the Yellow Pages. The YPH and YPHV data submitted at the time of initial entry will remain with the Frontier directory record for the duration of the account. Each directory publisher has their own YPH codes. Links to the publisher’s Yellow Page Heading look-up tools are provided in this document.

Changes to existing yellow page headings are not allowed via LSR, and must be negotiated between the End User and the directory publisher.

Enhancements to yellow page headings, such as bold text, boxed listings, graphics and expanded Yellow Page listings are considered paid advertising and are negotiated between the end user and the publisher. Paid advertising is billed directly to the end user.

NONE
A YPHV entry of “None” will result in the business customer’s listing not appearing in the Yellow Pages and should only be used if your customer has indicated they do not want their number to appear in the Yellow Pages at all.

PLEASE CLASSIFY
A YPH code of “00000000” and YPHV entry of “Please Classify” will prompt the publisher to contact the End User and assist them with a yellow page heading choice. The YPH choice made by the end user will not be reported back to Frontier, and will not be reflected on the customer’s directory record. The entry of “Please Classify” will remain with the directory record for the duration of the account.

Please refer to the Business Rules page on our website for more information about the YPH and YPHV fields on the LSR.
Publisher Contact Information

Here is the Yellow Page advertising contact information for each publisher:
- Dex Media 1-800-555-4833.
- The Berry Company 1-800-417-4292
- Yellow Book (PA) 1-800-643-0003

Dex Media YPH Lookup (formerly SuperMedia)

Heading text and codes can differ for directory publishers. Find a link to the Dex Media YPH Codes on Frontier’s Directory Publication Schedule website.

Vivial (The Berry Company) YPH Lookup – Legacy Areas

Vivial (fka The Berry Company) sponsors specific Yellow Page Header Codes for directories published in Legacy territories. Find a link to the Vivial (fka The Berry Company) YPH Codes Legacy on Frontier’s Directory Publication Schedule website.

Vivial (The Berry Company) Sponsored Section Lookup – Connecticut

Vivial (fka The Berry Company) sponsors specific Yellow Page Header Codes for directories published in Connecticut. Find a link to the Vivial (fka The Berry Company) YPH Codes Connecticut on Frontier’s Directory Publication Schedule website.

Yellow Book YPH Lookup

Heading text and codes can differ for directory publishers. Find a link to the Yellow Book YPH Codes on Frontier’s Directory Publication Schedule website.
Changing Existing Yellow Page Listing

End users wishing to change existing YPH advertising must be referred to the directory publisher.

If changes are made to an existing YPH appearance, the changes will not be evident in Frontier's directory listing records. Therefore, these changes will not be evident in pre-order DLR or CSR responses.

Migrated Listing Yellow Page Heading Changes

Yellow Page Heading (CLH) is established on a new install order and remains with the listing as it was initially entered, even if it is changed in the actual publication by the end user or publisher. What is in Telco records may not be the most recent heading. When migrating an account the CLH cannot be added, changed or deleted. The initial CLH, if present, will remain on the Telco record of the migrated account. The publisher should be contacted to verify and/or change the heading in the Yellow Pages.
Directory Advertising

End users must be referred to the directory publisher for directory advertising requests, such as:

- Requests or inquiries regarding Directory Advertising in the White or Yellow Page Directories
- Requests to cancel or to change advertising listings
- Additional Yellow Page Directory listings
- Cross Reference, Alternate Number or Night listings if desired in the Yellow Pages
- Captions, sub-captions, and indent arrangements in the Yellow Page Directory, if different from the White Page appearance
- Bold Type listings
- White Page Directory Feature listings
## Change Log

<table>
<thead>
<tr>
<th>Date</th>
<th>Page Number</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/16/2012</td>
<td>2, 3</td>
<td>Add URL information for SuperMedia and The Berry Company YPH sites</td>
</tr>
<tr>
<td>04/18/2013</td>
<td>2</td>
<td>Update Yellow Page Heading Files verbiage</td>
</tr>
<tr>
<td>4/15/2014</td>
<td>4</td>
<td>Updated paragraph for Mitigating Listing Yellow Page Heading Changes</td>
</tr>
<tr>
<td>11/25/2014</td>
<td>1, 3</td>
<td>Updated address on cover page. Updated Berry Co urls for Sponsored</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Section and YPH heading website links.</td>
</tr>
<tr>
<td>04/01/2015</td>
<td>3</td>
<td>Publisher company name change – SuperMedia to Dex Media</td>
</tr>
<tr>
<td>04/01/2015</td>
<td>3</td>
<td>Update hyperlink to Yellow Book YPH lookup</td>
</tr>
<tr>
<td>03/11/2016</td>
<td>3</td>
<td>Update to show links to new Berry YPH Sponsored Codes lists.</td>
</tr>
<tr>
<td>09/5/2017</td>
<td>3</td>
<td>Update links for YPH codes guiding users to the Publication Schedules website. Update references to The Berry Company as Vivial.</td>
</tr>
<tr>
<td>10/27/2017</td>
<td>All</td>
<td>Update embedded links to secured URLs</td>
</tr>
</tbody>
</table>

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