



Tom Adler, Owner
The Essential
Gay & Lesbian
Directory.com™
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Locally Owned & Operated
Proudly Serving Our Community!
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www.Gayyellowbook.com
www.Lesbianyellowbook.com
WE GET YOU RESULTS!!!!!!!!!!!!!!!



My Pledge To The Essential Gay Directory Advertiser:

1. Distribution: I consider distribution and how we distribute the book, my number one priority. Circulation has an initial run of 65,000 directories for the year. If more are needed we will print more. It is our goal to make sure that anyone in our “Community” that wants a directory will receive one. The distribution will be targeted in a way in which the advertiser will get the best return on their investment. To see more about distribution visit our web page at www.gayyellowbook.com and click on the distribution tab.

2. Prompt Book Release Date: Every year the book will be coming out for Long Beach Gay Pride, which is around May 20th. It is my commitment to deliver the book on time.

3. Inquiry Follow-Up: Every phone call, email or any other inquiry will get a response from me or one of my assistants the day we receive it. Even if we do not have an immediate answer, you will still be acknowledged as a customer who deserves the respect of a return call when you have a concern or a question.

4. Information In Directory: Our book will be filled with as much information that we can find to help the Gay Community. Please check out our Recipe Section, Gay History, Puzzles, Farmers Market, and all the different pride event schedules and you will see why our book is the “Book of Choice.”

5. Accuracy of information: Our books are proofed several times before we send them to the printer.

6. Increasing Community Strength: Our book will bring back a sense of community and civic-ness that is missing in our directories today.

7. Choice: Our book will become book of choice for the Gay and possibly even the straight community. By reading and using the book, it will help educate the straight community of where we have come from and bring the straight and the Gay community closer together and help heal the homophobia that still today exist in our society today.