

Yellow Pages Industry Opt-Out

A green rectangular button with rounded corners and a slight gradient. The text "Opt-Out of the Yellow Pages" is written in white, sans-serif font, centered on the button.

Members of the Yellow Pages industry attended KAB's National Conference in New Orleans to speak with attendees about the Yellow Pages industry's sustainability efforts and how it can help our affiliates achieve recycling and source-reduction goals in your communities.

As a follow-up to the Yellow Pages opt-out meeting, the industry is providing KAB affiliates with a button to place on your Web sites and in your newsletters, making it easy for your constituents to opt-out of directory delivery.

The YellowPagesOptOut.com site is a key component of the industry's source reduction and consumer-choice initiative. The site, developed in partnership between the [Local Search Association](#) and the [Association of Directory Publishers](#), provides a convenient and secure option for residents to control the number of Yellow Pages telephone directories they receive or to stop directory delivery entirely. It's a completely free service for consumers and is provided at no charge to municipalities or organizations.

The Internet-based tool is specifically designed to prevent directories from being delivered to anyone who doesn't want one, while ensuring that the majority of consumers who continue to rely upon and use the print Yellow Pages still receive them. Information gathered through the site will not be sold to third parties and will be used solely to update publishers' delivery information.

>>[Here is a link](#) that will provide you or your IT staff with the information you need to easily place a hyperlink and graphic on your Web sites and in your newsletters. Here is [sample messaging for your constituents](#).