

**SANTA BARBARA COMMUNITY PHONE BOOK RECOGNIZED AS
“BEST IN THE NATION” FOR THIRD YEAR IN A ROW!**

The Santa Barbara Community Phone Book was awarded “First Place” in the ADP’s annual Gold Book Awards, held during their 2016 trade show and convention in Las Vegas, NV. The award recognizes “Excellence in Print Directories” and is judged on several criteria, including the amount of advertising content and information available to local consumers, plus overall excellence in design, layout, print quality, and ease of use. The Santa Barbara Community Phone Book was recognized in the segment of directories with total circulation of 50,001 to 100,000. This is the third consecutive year the Santa Barbara Community Phone Book received the top honor.

Mike McGill, President of McGill Directional Media, publisher of the Santa Barbara Community Phone Book, said this was a collaborative effort with the local community. “We could not have won this award without the local community supporting our efforts to produce a high-quality, community phone book that features so many local businesses. Advertisers, consumers, and local agencies and organizations joined together to support our mission to “Shop Local” and promote local businesses. And supporting local businesses is the best way to boost our local economy.”

According to the 2016 Market Authority Directional Media Usage Study, 62% of consumers in Santa Barbara use the yellow pages when shopping for a local business such as a plumber, dentist, or auto repair.

The Santa Barbara Community Phone Book has also taken the initiative to produce the greenest phone book possible. No trees are cut down to make paper for the yellow or white pages. 100% of the paper is derived from a combination of recycled post-consumer waste and fiber derived from sawmill waste. And they have partnered with a printer that uses inks, dyes, and adhesives that are biodegradable, non-toxic, and eco-friendly to the environment. As a result of these efforts, the book is 100% recyclable.