



Richmond BUSINESS DIRECTORY PACKAGES

FEATURE	Free	Silver	Gold	Platinum
Featured Placement				
Prominent placement at top of listings	None	Lowest	Middle	Highest
Highlighted background		X	X	X
Website and other links on listings page		X	X	X
Premium Profile Pages including content below:		X	X	X
Contact Information				
Business Name	X	X	X	X
Business Address	X	X	X	X
Business Phone Numbers	X	X	X	X
Business Website Link		X	X	X
Business E-mail Address	X	X	X	X
Business Fax Numbers	X	X	X	X
Toll-Free Phone Number	X	X	X	X
Additional Phone Numbers	X	X	X	X
Category Association				
Primary Category Association	X	X	X	X
Up to 5 additional categories		X	X	X
Description Information				
Tag Line / Motto (150 characters)	X	X	X	X
Year Established	X	X	X	X
Business Description (1,500 characters)	X	X	X	X
Detailed Directions (500 characters)		X	X	X
Parking and Transportation Information (500 characters)		X	X	X
Brands Offered (150 characters)		X	X	X
Products and Services Offered (150 characters)		X	X	X
Associations and Accreditations (150 characters)		X	X	X
Search Keywords (250 characters)		X	X	X
Hours of Operation				
Daily Hours	X	X	X	X
Special Hours Information	X	X	X	X
Payments Accepted				
Payment types accepted	X	X	X	X
Additional Web Links				
Links to additional sites - reviews, national site, etc.	0	1	3	5
Logo				
80x80 pixel image			X	X
Category Specific Information				
Restaurant Information		X	X	X
Doctor Information		X	X	X
Hotel/Motel Information		X	X	X

Golf Course Information		x	x	x
Newspaper Ad Link				
Link to digitized newspaper ads in Marketplace		x	x	x
Photo Gallery				
Images of the business and products (640x640 max.)	0	4	8	12
Video Gallery				
Imbedded videos from YouTube, Google, Yahoo! or AOL			1	4
Ratings and Reviews				
User ratings and reviews of products and services		x	x	x
Business' response to those ratings and reviews		x	x	x
Monthly Pricing	Free	Silver	Gold	Platinum
No Contract Open Rate	\$0	\$35.00	\$50.00	\$100.00
3 Month Contract Rate (5% off)	\$0	\$33.25	\$47.50	\$95.00
6 Month Contract Rate (10% off)	\$0	\$31.50	\$45.00	\$90.00
12 Month Contract Rate (20% off)	\$0	\$28.00	\$40.00	\$80.00