

Leelanau Pages

A phone book that puts Leelanau first

The Leelanau Pages is here for its sixth edition, and we're pretty proud of its success during a relatively short history.

Of course, history comes in short and long doses. The *Leelanau Enterprise*, parent publication of the Leelanau Pages, was begun in 1877, and is also locally owned and circulated.

You'll find that most of our associates have a history with Leelanau County in some form or another. When it comes to publications, we firmly believe a company can grow too big for its own good, forgetting who it was formed to serve and how important those customers are to its future. We're not against growth, and look forward to many more successful years, but we'll keep our heart in Leelanau County, thank you.

We like to look at the Leelanau Pages as the biggest little phone book you'll find. Yes, compared to regional phone books we are small at about 164 pages and one-half inch thick. But think about how difficult it is to find a name in those 1,000-page books — the ones with type so small that glasses alone may not decipher a name or number.

The Leelanau Pages is big on Leelanau County only, helping to narrow your search quickly. After all, what are the odds that you'll call a physical therapist from Elk Rapids to set up an exercise program? We're big believers of shopping local as much as possible, and hope you are, too.

And we're big on type. 10-point, to be exact, large enough to see and hold your finger under without losing your place.

Those priorities are apparently working. A survey conducted in 2010 by Northwestern Michigan College showed that 69 percent of Leelanau residents look in the Leelanau Pages when finding the phone number of a county business — some 35 percent more than our closest competitor. Online directories — all of them lumped together — came in last at 15 percent.

Of course, many of those online searches were directed at the Leelanau Pages through its website, LeelanauPages.com. We've found that even with billions of parts of



information on the Web, people seek accurate and complete information from one source. Whether searching through our online version or the phone book itself, you'll find a directory directed at the place most important to users.

We direct mail the Leelanau Pages phone book to all addresses in Leelanau County and Lake Ann, and to mail routes in the west side of Traverse City. We also send a directory to out-of-area subscribers to the *Leelanau Enterprise* — all 2,900 or so of them.

Then we make the directory available for pick-up throughout the area for most of the year. Using all of these methods, we saturate Leelanau County and its community members with about 25,000 phone books. If you would like additional copies for your business, car or perhaps to give to a friend, call us at (231) 256-9827.

We're always looking for ways to improve, so please consider using that number with suggestions and corrections.

And most of all, thank you for taking the time to use the Leelanau Pages.

*Alan and Debra Campbell
Publishers,
Leelanau Pages
community phone book
and online directory.*



Covers of the first five editions of the Leelanau Pages.

Publisher's Note

The Leelanau Pages™ is an independent, Leelanau County-produced directory not affiliated with AT&T (SBC/Ameritech), CenturyLink or any other telephone company.

The Leelanau Pages offers one free directory listing to all businesses whose offices are located in Leelanau County. Every precaution has been taken to avoid errors and omissions in this directory. However, we do apologize for any that may have been made. Our customers should realize they receive

free listings at their sole risk, and waive any claims against the Leelanau Pages. In the event of error or omission in a paid advertisement or service in this directory, liability shall be limited to a prorated abatement of the charge paid to the company, and in no case shall exceed the amount payable to the company. No credit will be given for immaterial or unsubstantial errors, or errors resulting from incorrect information provided to the Leelanau Pages.