

Hometown AMERICAN HEROES

**Coalition of Independent Yellow Page Publishers
Supporting Returning Military Veterans**

Unemployment rate of military Veterans is 2x the national Average

- Bureau of Labor Statistics

American Hometown Heroes was created to help returning veterans enhance their entrepreneurial spirit by assisting with the development of marketing programs designed to enhance their business' growth and success.

Why Independent Yellow Pages?

- Print and online Yellow Pages continue to be the number one source for consumers seeking a local business
- In the last year alone, 84% of people used either print or online Yellow Pages
- Yellow Page advertising is rated the most trusted and accurate source
- Print and online publishers are a great resource for any individual looking to start a new business

Provide Services to qualified veterans

- Offer complimentary one-year print and online Yellow Page advertising programs
- Provide advance market strategies and help veterans' businesses succeed





2011-2012 AMERICAN HOMETOWN HEROES program requirements for the Interfaith of The Woodlands Directory

Applicants are required to meet the following qualifications

- Applicant must be a veteran of any United States Military Branch and have served within the past 5 years of date of the application
- Applicant must open a business within six months prior or six months following the date of application
- Business must be geographically located with the Interfaith of The Woodlands' Directory coverage area
- Applicant must provide proof of ownership for the business
- Veteran must be willing to allow their program to be publicized
- All required documentation for American Home Town Hero Program must be completed and approved
- Agree to treat consulting from publisher as advisory only – no obligation
- Hold publisher harmless for any outcomes
- No part of the program, including the advertising package, is eligible to be redeemed for cash value
- Deferring the program is not an option and will not be considered
- Publisher reserves the right to revoke the program at any time. Reasons include, but are not limited to:
 - Business location moves out of publisher directory coverage area
 - Evidence of dishonesty or inaccuracies found in application
 - Failure to allow publicizing the program
 - Characterizing program in less than favorable light

PUBLISHER AGREEMENT

- Applicants can expect an initial response from publisher within 3 business days of submission of complete required documentation
- Veteran will be notified of final decision within 30 days of receipt of application
- Online and mobile advertising will be published at a mutually agreed date
- The print advertising will be included in the first published directory following initial electronic postings

For an application call 832-615-8209

