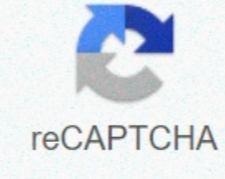




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Qwest dex white pages phoenix az

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Dax distributes these directings in 14 states: Arizona, Colorado, Idaho, Iowa, Minnesota, Montana, Nebraska, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming. Although directing is distributed for free, revenue comes from more than 400,0 local businesses and 4.0 national advertising accounts. Independent directing, in markets that Qwest does not serve, is released and distributed in El Paso, Texas, and Lincoln, Nebraska. In addition to standard directories, Dux publishes an On-the-Go directory, a nine-inch directory by a six-inch directory designed for maintenance in cars. Available in major metropolitan cities, Go Managers features maps, shopping and entertainment guide, as well as phone information and addresses for central city businesses. Bilingual Dex publishes An english-Spanish directing for more than 20 markets. Dax publishes CD-ROM directories and its yellow web pages directory dexonline.com. In addition to providing search capacity for business advertising content, dexonline.com access to more than 15 million basic business listings and 200 million residential listings nationwide. The company's formation in 2002 to acquire former AT&T Directory PublisherDex Media, Inc. originated as a regional publisher of Yellow Pages, starting operations in Chain, Wyoming, in 1881. A century later, as part of AT&T, the company became Mountain Bell Yellow Pages, which divided the U.S. Department of Justice of AT&T into seven bell regional operating companies in 1984. When Mount Bell took the name U.S. West, Mount Bell became the yellow pages of the U.S. West Direct. In 1996, the U.S. West launched a new brand, THE USS WestDox, using a man with a magnifying glass as a Dax identification character. When the U.S. West and Qwest Communications International merged in 2000, the directory business was renamed once again, to Qwest Dax. Qwest Communications decided to sell its directory business to offset the increase in debt and losses. Qwest Dex generates about Billions of revenues in 2001 and Qwest expected up to \$10 billion in sales. Qwest received several offers from equity investment groups, but questions about Qwest's accounting practices disbandd several interested parties. In August 2002, Qwest accepted the \$7.05 billion Offer of Dux Media, though the purchase price was considered low, at only 7.8 times that of EBITDA, compared with similar deals in the managers' industry. Carlie Group, a global private equity firm with more than \$13.5 billion under management, and Welsh, Carson, Anderson & Stu, a private equity firm with more than \$12 billion under management, were owned by Dax Media, which was founded to win Qwest Dex. Each company planned to invest \$750 million in equity shares over the acquisition and finance the balance through bank debt and the sale of high-yield bonds (junk). Leveraged purchases occurred in two transactions. Qwest formed Dex Media East LLC and Dex Media West LLC to split directory operations according to the states that demanded the approval of the sale. Advertising revenue from yellow pages offset lower utility rates for phone customers, and sales managers raised potential rate issues. In November 2002, Dax Media Purchased Dax Media East, a directory business for the states of Colorado, Iowa, Minnesota, Nebraska, New Mexico (including El Paso, Texas), North Dakota, and South Dakota. Dax Media bought 155 executives in the seven states for \$2.75 billion. Dax sold \$975 million in junk bond bonds to leverage acquisitions, \$450 million in senior notes at 9.875 percent interest, due in 2009, and \$525 million in subsidiary notes with interest of 12.125 percent due in 2012. Term loans and revolving credit facilities supply an additional \$1.4 million in funding. Carlie and Welsh Group, Carson provided \$655 million in equity, about 20 percent of the purchase price. Dax Media West's \$4.3 billion acquisition, which included 122 executives in Arizona, Idaho, Montana, Oregon, Utah, Washington and Wyoming, ended in September 2003, after state uility commissions were approved. Financing for acquisitions included the sale of \$385 million worth of senior notes with interest of 8.5 percent due in 2010 and \$780 million in senior subordinate notes with interest of 9.875 percent due in 2013. Term loans and a revolving credit facility provided an additional \$2.3 million, and equity partners contributed \$982 million, about 20 percent of the purchase price. Dax Media became the world's largest publisher of the current privately owned directory. Acquisitions included a 50-year exclusive release deal with Qwest, to release all Qwest directorials by 2052, and a 40-year disqualification agreement with Qwest Communications International. In addition, Dax Media agreed to retain management and George Burnett became president Chief Executive Officer. With a total debt of \$5.8 billion, only one other leveraged purchase exceeds the value of the acquisition of Qwest Dex, which was from RJR Nabisco in 1989. In late 2003, Dux restructuring and re-priced its Dux Media East debt for lower interest rates. Additional funding from the sale of the aggregation of its senior notes and senior subsidiary notes at Dax West provided \$1.25 billion in funding, which Dax Media transferred to Dux Holdings to make a \$1 billion dividend to Carlie and Welsh Group, Carson.Competitive environment in 2003 Carlie and Welsh Group, Carson entered the directory business more competitively. Independent directors, those not released by or for telecom companies, reproduced during the 1990s and continued to expand in the early 20s. Verizon Information Services, for example, entered 15 markets with competitive managers in 2002, and competitive executives were introduced to six of Dax's top ten markets in 2003. First Qwest Dex, then Dex Media responded by introducing executives in markets that are not served by Qwest Communications. In 2001, Qwest launched the company's first independent directory in El Paso, Texas, a smaller version of the current local directory. Dax Media continued this strategy by introducing a competitive directory in Lincoln, Nebraska, in early 2003, where the publisher of Altel's current directory dominated the market and the independent publisher of Yellow Book USA had previously established An In-Person. Dax placed little emphasis on independent management, as independent publishers quickly launched executives in potential markets, and the Internet and bilingual directing had greater potential to return on investment. Spanish-language directing or advertising sectors provided new sources of revenue in a market where demand was strong, but competitors also sought revenue from the market. While directories previously included only one Spanish-English index to yellow pages, the bilingual Dax directory added a full Spanish-speaking section after the English yellow pages. In early 2003, Dux launched his first bilingual directorial debuts in Albuquerque, Denver, Phoenix and El Paso. Additional bilingual directing follows in Pueblo, Colorado; Tucson and Nogales, Arizona; Las Cruces and Santa Fe, New Mexico; Salt Lake City, Utah; and the Kennnivk, Richland and Pascoe Tri-cities area of Washington. The company launched a total of 20 bilingual executives in 2003; Dax faced a competitive market for bilingual advertising, however, as Verizon had already released bilingual directing in more than 50 markets. In Greeley, Colorado, Dax faced fierce competition from the Hispanic Sole Spanish Publishing Directory, so the company decided to wait there before issuing the directory. Another area where Dax faced new competition but had more competitive power was involved Internet directory. Because consumers were less likely to use print directing and online directing, Dax faced competition from Switchboard.com and version SuperPages.com, the latter launched in March 2004, as well as popular search engines that catered to consumer searches for local and everyday requirements. For example, Google began searching for new sources of revenue by selling access to results pages to local businesses in its local search, a pilot program to help with the online directory. Dex leverages its competitive advantage in releasing yellow pages with enhanced Internet search systems, using state-of-the-art technology to expand search capability to the content of more than 240,000 display ads of yellow pages on the company's executives in 14 states. The new information delivery system provided numerous search options in a single search box that allowed consumers to search by product and brands, hours of operation, payment options, and locations. For example, a simple search for plumbers in Minneapolis returned a list of 1,200 plumbers, but the search for MasterCard's Sunday Plumbers returned a list of 20 businesses. The Dux supported its in-depth search capacity by increasing the speed of the system ten times for quick delivery of information. Industry First, online directory enhances the provision of more valuable yellow pages ads than it is available from other online business directories.Company Vision:Thanks to our current scale and position, we have a significant competitive advantage over independent directory advertising providers. During 2003, we published and distributed about 43 million managers and had more than 400,000 local advertising accounts, primarily from small and medium-sized businesses and more than 40 national advertising accounts. As the publisher of the current directory in the Dax states, Dax directories benefit from strong brand recognition as official yellow pages. Dax made a preliminary proposal on the print/internet bundle to local businesses during 2003 in preparation for the 2004 launch of dexonline.com. Along with sales of other new products, revenue rose nearly 3 percent at Dax Media East to \$668.8 million, slightly more after the effects of the accounting buying method for acquisitions. At Dax Media West, revenue fell about 6 percent overall, but showed a 2 percent increase when excluding the effects of purchasing accounting. Dax Media West, along with Western Futures, reported \$844.2 million in revenue. Dax Media East operated at a loss of \$40.1 million due to debt services, financing costs related to the Dux West acquisition, and transfer fees to an independent company. West's successor (Dax West of the September 10, 2003 acquisition) recorded a loss of \$10 million with revenue of \$199.4 million. Strong cash The company launched its state-of-the-art internet portal Dax online.com in January 2004, renamed qwestdex.com. The renaming occurred along with a change in print publications of the Qwest Dex name simply Dax. A new logo design was accompanied by a renaming, but yellow and blue colors were preserved for general familiarity. To preserve the company's identity as the current publisher for Qwest, the official Qwest directory describer followed Dex's name. To draw attention to this change, Dax customized printed volumes of printed drectories to local communities using photos of identifiable signs. An advertising campaign in 13 cities that included television, radio and outdoor ads used Tagelin Dax to confirm the company's leadership in helping with directory information. In March 2004, the Integrated Media Association recognized Dax Media with four industry excellence awards. These included two gold awards, one in the advertising and promotion category, for its rewards and recognition program, which was designed to build strong customer relationships in direct marketing. In the process innovation category, Dax was recognized for its local-to-national transfer process, intended to support certified marketing professionals attending national accounts. The Silver Prize for Market Innovation acknowledged Dax's ValAd program for undeveloped business headlines on yellow pages. The Dex Recycling/Competitive Response Initiative benefits local charities and improves directory recycling rates earned bronze prizes in the distribution category. In June 2004, Dax Media announced plans to offer 53 million shares of shares to the public, including 15.3 million initial shares of the company and 37.8 million shares from Carlie and Welsh group Carson; The company planned to offer \$23-\$26 apiece of stock, but slow market trading prompted the company to lower the price to \$19 per share immediately before the initial public offering (IPO) completed on July 24. Dax actually sold 19.7 million initial shares and imposed IPO net income, at \$352.5 million, to pay off debt and eliminate \$127.7 million in preferred shares from its equity partners, leaving the company with only one stock class. Dax is looking for early areas of growth, bilingual publications and online dexonline.com. The distribution agreement, effective August 1st, with InfoSpace, Inc., accessing dexonline to six million users Switchboard.com. Infuspise's success in generating traffic to the Switchboard site prompted Dax to make the deal. In denver area, Duux introduces two community ay groups, برای بخش صفحات زرد, كتاب زرد انبالات متحدہ امریکا, Yahoo!, Inc.; خدمات اطلاعاتی ویراژوون; Further ReadingArizona to Consider Qwest Requests for Directory Sale, Long-distance Service, Knight Ridder/Tribune Business News, August 30, 2003. Dex Adds Competitive Book in Lincoln, Launchs Bilingual Books, Yellow Pages & Directory Report, February 28, 2003. Dex Expands Plans for Bilingual Books, Yellow Pages & Directory Report, April 11, 2003. Dex Introducs Spanish-Language Section in Denver, Yellow Pages & Directory Report, July 30, 2004. Dex Launchs Ad Campaign to Combat Yellow Book in Twin Cities, Yellow Pages & Directory Report, May 14, 2004. 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