



Dear friends!

United Russian American Association would like to take this opportunity to introduce businesses across Texas to the **Russian Business Telephone Directory "Texas A to Z"** (Russian Yellow Pages). This business directory is directed toward the ever-growing Russian speaking population in Texas by providing general business descriptions, locations and contact information on a wide range of businesses. We want to invite you to take advantage of this targeted advertising and offer you attractive terms for placing your business advertisement in "Texas A to Z - 2011".

The Annual Business and Telephone Directory "Texas A to Z - 2011" uses both Russian and English languages to carry your business's message to the Russian community. This is the **only publication of its kind in Texas**. Our large database and wide spread distribution of the annual directory will open the new Texas/Russian market to your business.

The Russian population in Texas is over 100,000 and growing. Your advertisement in "Texas A to Z - 2011" will reach this market. To encourage readership and use of the directory, the directory includes very useful information to the Russian speaking community including general information about the State of Texas, community events, church and synagogue locations and service times. In addition, many Russian speakers use the directory as a source for information on immigration services, obtaining a driver's license and placing children into local schools. This information makes the directory a useful and therefore more read publication than just a local phone book.

The current print circulation of the directory "Texas A to Z- 2011" is 15,000 copies. This means that our business directory reaches one in three Russian families in Texas. The publication is primarily distributed in Houston, Dallas/Ft. Worth, San Antonio, and Austin.

At this time we are offering advertising space in our upcoming directory.

The new book will be published in the beginning of 2011. On March 9th 2011 we will introduce our new book to the public during the Exhibition devoted to 50th anniversary of the first flight into space of humankind.

There are a lot of new ideas and information, new chapters, new design.

We again, would like to invite you to take advantage of this opportunity to reach the Russian population living, working, and consuming here in Texas. Once again, from all of us, we appreciate your business and continued support.

We look forward to your inquiries for advertising space in the latest directory as well as on our site www.uraa.us

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