

# What you need to know about the Blue Page Directory

**The Blue Pages** are a section of the phonebook that lists Government of Saskatchewan program and service contact information. Blue Pages are published annually in 10 regional SaskTel phonebooks.

Your Blue Page print listing also includes an online listing on the **MySask411.com** website and mobile application.

It is an invaluable resource for citizens to find the government services they need.

## Why it is invaluable:

- It reaches rural/remote locations.
- It reaches both an online audience and those who don't have readily available internet access.
- Nearly a half-million SaskTel phonebooks are printed and distributed annually across Saskatchewan.
- The MySask411 app has been downloaded more than 225,000 times.

**Cost:** For an average cost of \$65 per listing per phonebook, you can ensure your programs show up among the 200,000 MySask411 online government business searches completed each month, in addition to all the physical searches across the province.

**Key people:** The Blue Page listings are centrally administered by Jenna Yaremchuk at Central Services, who liaises with the publisher, Directwest, on Government's behalf. In addition, each participating ministry, crown, agency, board or commission has its own coordinator.

Coordinators play an essential role in validating contact information for their respective organization. Please help keep the Blue Pages up to date and relevant to the citizens they serve.

For more information about the Blue Pages, please contact Jenna Yaremchuk at [jenna.yaremchuk@gov.sk.ca](mailto:jenna.yaremchuk@gov.sk.ca).

