

Survey of Major Yellow Pages Advertisers *

Adoption Services

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Adoptions - Open/Traditional Domestic/International/Interstate Parents Matching Program Adoptive Parents/Birth Parents Birth Mother Assistance Program Counseling (by Psychologist) etc. Pregnancy Testing (Free) Medical Care/Assistance Individual Adoption Planning Confidential/Identified Adoptions Full Range of Adoption & Pregnancy Counseling Children of All Ages Infants/Toddlers/Siblings International Re-Adopt Support for Adoptive Parents Homestudy/Preparation/Finalization	Full-Service Agency Independent Adoptions Singles/Couples Married/Divorced With or Without Children With or Without Religious Requirements Outpatient/Residential Birth Preparation Hospitalization (Free) Housing (Free) Legal Assistance Home for Pregnant Teens Family Planning Workshops/Seminars "Private Foster Care"	Services to Pregnant Women & Couples Countries or Region(s) Specified Support/Help for Adoption Decision Older Children / Special Needs Children Post-Placement Services – Home Studies, Follow-Up Counseling, Information, EMPHASIS - DECISION & CHOICE EMPHASIS – CONFIDENTIALITY "Christian Families Available" Financial Assistance (Where Allowable) "Choose to Select & Meet the Family" Continuing Information After Placement "Direct Placement – No Foster Care" Second Parent/Step Parent Home Studies/Cultural Orientation "Ask About State/Federal Tax Credits"
Confidence Factors:	Years of Experience Professional/Law Office Licensed Agency/LICSW You Select Pre-Approved Family No Court Appearances / Openness Free Services to Birthparents 24-Hour Crisis Intervention No Foster Care / Hosp. to Home	(Free) Confidential Counseling Therapist on Premises Open/Caring/Compassionate Non-Profit / Accredited Access to Pre-Natal Clinic Name of Person to Ask For "We Are a Facilitating Service" No. of Birthparents Helped	Choose/Meet the Adoptive Parents Scheduled Information Meetings Ongoing Contact – Photos & Letters Foreign Language(s) / "Safe and Legal" Specialty - e.g., Foreign Adoption US/International Home Studies No Family Size or Age Restriction "Certified Open Adoption Practitioner"
Convenience Factors:	Hours/Days to Call Toll-Free Number 24/7 Counseling Available Website/E-Mail Address Areas Served/"We Come to You"	Call Collect (Birth Parents) Transportation Arranged Invitation to Visit Website Free Brochure/Newsletter No Travel Necessary	Maternity Clothing Provided Free Information Meetings/Package Location Data/Multi-Locations Birthparent 24/7 Hotline Short Waiting Period
Special Services or Extras:	Free Services to Birth Parents "We Always Support <u>Your</u> Choice" Medicaid & Adoption Subsidy "Create the Best Adoption Plan for You"	Food & Clothing Assistance Education Assistance Religious Specialty "8-Week Adoption Course Home Study & Certification" "We're Here to Listen and Help"	Scheduled "Adoption Basics" Seminars (Adoptive Parents) "Stay in Contact w/ Adoptive Family" Children From China/Eastern Europe "We Offer ALL Options and Choices" Adoptions From ___ (No.) Countries

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<p>Typical Related Headings:</p>	<p>Abortion Alternatives</p>		