

# Blue Page Guide

**Ministry of SaskBuilds and Procurement**  
Operations and Service Delivery Division  
Telecommunications Branch

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# Table of Contents

<b>OVERVIEW</b> .....	<b>1</b>
<b>YOUR ROLE</b> .....	<b>3</b>
<b>BLUE PAGE FORMAT</b> .....	<b>4</b>
TITLE PAGES .....	4
<i>Members of the Legislature (MLAs)</i> .....	4
<i>Frequently Called Numbers</i> .....	4
<i>Government of Saskatchewan Inquiry Numbers</i> .....	4
<i>Keyword Headings</i> .....	5
BODY OF BLUE PAGES .....	5
<i>General Format Information</i> .....	5
<i>Basic Listing Format</i> .....	7
<i>Listing Definitions</i> .....	8
LISTING REQUIREMENTS .....	8
<i>Home Directory</i> .....	9
<i>Foreign Listing</i> .....	9
PRINT SIZES AND DEFINITIONS .....	10
<b>DIGITAL LISTINGS</b> .....	<b>11</b>
<i>Basic Digital Mysask411 Listing</i> .....	11
<i>Enhanced Digital Mysask411 Listing</i> .....	12
<i>Google Claimed Listings</i> .....	14
<b>PUBLISHING SCHEDULE</b> .....	<b>16</b>
<i>Directory Coverage</i> .....	16
<b>DIRECTORY ADVERTISING COSTS</b> .....	<b>17</b>
<b>TELEPHONE NUMBER STATUS</b> .....	<b>18</b>
<i>Non-Post Numbers</i> .....	18
<i>List, Non-List, Non-Pub, Non-Main Numbers</i> .....	18
<b>TELEPHONE MOVES AND CHANGES</b> .....	<b>19</b>
<b>DIRECTORY ASSISTANCE</b> .....	<b>19</b>
<b>TEMPORARY LISTINGS</b> .....	<b>19</b>
<b>COMMUNITY SERVICE NUMBERS AND ABUSE HELP LINES</b> .....	<b>19</b>
<b>DISTRIBUTION OF TELEPHONE DIRECTORIES</b> .....	<b>19</b>
<b>ONLINE DIRECTORY TOOLS</b> .....	<b>20</b>
<b>RECYCLING OF DIRECTORIES</b> .....	<b>20</b>
<b>APPENDICES</b> .....	<b>21</b>
BLUE PAGE DIRECTORY UPDATE SCHEDULE .....	22

BLUE PAGE RATES .....	23
DIRECTORY COVERAGE MAP.....	24

## Overview

The Blue Pages are a section of the printed 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.

- It reaches rural/remote locations.
- It reaches both an online audience and those who don't have readily available internet access.
- 450 000 SaskTel phonebooks are printed and distributed annually across Saskatchewan.
- The MySask411 app has been downloaded more than 247 000 times.

The implementation of Blue Pages occurred in Saskatchewan telephone directories in 1983. Blue Pages consolidate municipal, provincial, and federal government information into one easily identifiable section and provide the public with direct telephone access to government programs and services. Blue Pages, or variations thereof, are a recognized directory service throughout Canada.

Authority and direction for the listing of Government of Saskatchewan information in the Blue Pages originated with Executive Council, Communications Branch. All ministries, agencies, boards, commissions and Crown Corporations of the Government of Saskatchewan are subject to list in Blue Pages.

- Government Business Enterprises (GBEs) such as SGI, Saskatchewan Power, Saskatchewan Telecommunications, SaskEnergy may elect to also list in the White Pages. A listing of GBEs can be found in the Public Accounts.
- Other entities wanting to list in the White Pages will only be considered for a cross reference to Blue Pages and this should be used on a very limited basis. Cross references are subject to charges. The arrangement for a White Page listing should be made in conjunction with the Blue Page listing.

The Government of Saskatchewan information within the Blue Pages Section of each directory will include:

### Title Page Information

1. Members of the Legislature
2. Frequently Called Numbers
3. Government of Saskatchewan Inquiry Numbers
4. Keyword Headings

## Body of Blue Pages

1. Local information that is unique to the coverage area.
2. Ministry head office information.
3. Specific programs and services provided by ministries, agencies, boards, commissions and crown corporations. Includes addresses, websites, and additional information if applicable on the programs and services.

All listings in the body of the Blue Pages will automatically be listed online at Mysask411 and be accessible by Directory Assistance.

If an entity wants to be exempt from listing in the Blue Pages, a written request must be submitted detailing the specific business reason(s) for the exemption. Exemptions may be periodically subject to review to determine whether the rationale for exemption remains valid.

**Note:** Prior to requesting an exemption, it is important to consider public accessibility to government programs and services. Without a directory listing, information will also no longer be available on directory assistance or Mysask411.

Requests for exemption are to be submitted through the entity's Deputy Minister/President Office to the attention of:

Cindy Cullen  
Manager – Telecommunications Branch  
Ministry of SaskBuilds and Procurement  
110 Henderson Drive  
Regina, SK S4N 5V5  
Email: [cindy.cullen@gov.sk.ca](mailto:cindy.cullen@gov.sk.ca)

The Ministry of SaskBuilds and Procurement, Telecommunications Branch is assigned operational responsibility for the Government of Saskatchewan Blue Pages. This includes responsibility for format, standards, and the central collection and updating of government information for publication in Saskatchewan telephone directories. For anything regarding Blue Pages, contact the Directory Administrator at 306-787-6879.

## Your role

As the Blue Page Coordinator you will be sent an email 10 times a year which includes a report of all the current listings for your Ministry, Crown Corporation, or Public Agency.

Blue Page Coordinators play an essential role in validating listing information for their respective organization(s). As such, the expectation is that the Blue Page Coordinator circulate the listing information provided to the applicable areas for verification. The program areas should review each of their listings, confirm the accuracy and continued requirement and/or note any required changes. Once each area has completed their review/revision, they should submit their information back to the coordinator. The Blue Page Coordinator should ensure that a response has been received from all areas that had listing information distributed to them. When confident that all responses have been received, email one complete submission back to SaskBuilds and Procurement, Telecommunications Branch. SaskBuilds and Procurement will process any required changes and provide that information to Directwest for publishing.

It is the role of the Blue Page Coordinator and respective organization to keep the Blue Pages up to date and relevant to the citizens they serve.

## Blue Page Format

The current Blue Page format was developed in conjunction with the Federal Government and Directwest Publishers and has been in place since the year 2004.

The format for the Government of Saskatchewan information consists of “Title Pages” and “Body of Blue Pages”.

### **Title Pages**

Title Pages consist of the first four pages of the Government of Saskatchewan information in each telephone directory. Directwest Publishers currently provide the Title Pages information at no charge, at an estimated annual value for all directories of over \$70,000

The Title Pages are broken down into the following four sections:

#### **Members of the Legislature (MLAs)**

- This section contains a list of the MLAs, their constituency and telephone numbers;

#### **Frequently Called Numbers**

- This section is intended as a quick look up of government programs and services. Information is specific to each directory coverage area, when applicable.
- Information in this section will also be listed in detail within the Body of Blue Pages. It is not to be used as a replacement for program information within Blue Pages.
- The space to list in this section is limited to approximately 1.25 pages. Organizational requests to list frequently called program/service numbers are therefore subject to availability of space. Where applicable, the Telecommunications Branch will have the final authority regarding listed information.

#### **Government of Saskatchewan Inquiry Numbers**

- This section is intended as a quick look up of the ministries, agencies, boards, commissions and crown corporations.
- Ministry information includes telephone numbers for the Minister and Deputy Minister. Information in this section will also be listed in detail within the Body of Blue Pages. It is not to be used as a replacement for program information within Blue Pages.
- The space to list in this section is limited. Minister and Deputy Minister names are not listed here. Organizational requests to list both a local and toll free inquiry number will be subject to availability of space.



**Keyword Headings**

- This section contains a list of the subjective keyword headings used in each specific directory.

**Body of Blue Pages**

The Body of Blue Pages will consist of Government of Saskatchewan program and service listings grouped under subjective keyword headings. Information will be listed alphabetically by the program/service name and not by the government organization responsible. Information should be listed where the public would expect to find it. Example: Under the keyword heading “Drivers and Vehicles”, all government programs and services related to drivers, driving, or vehicles will be listed here. Note: The exception to listing by the government organization name is when listing under the keyword heading “Information--Province of Saskatchewan”. This is where an organization may opt to list their organization name, general inquiry line, Minister and Deputy Minister information and web address. The following are examples:

**DRIVERS AND VEHICLES**

Central Vehicle Agency  
 500 McLeod St .....Regina 306-787-6902  
 Toll Free ..... 1-877-787-6902

**INFORMATION—PROVINCE OF SASKATCHEWAN**

SaskBuilds and Procurement  
 Inquiries  
 1920 Rose St .....Regina 306-787-6911  
 Minister Hon Christine Tell  
 Leg Bldg .....Regina 306-787-0942  
 Deputy Minister  
 1920 Rose St .....Regina 306-787-6520  
 WEB: [www.saskatchewan.ca/government](http://www.saskatchewan.ca/government)

**General Format Information**

- **Column Layout** will consist of 3 columns each approximately 2.5 inches or 6 cm wide. Where applicable, text will wrap or be broken to the next line for visual readability. The following is an example of a column layout:

**TRANSGAS**

**WEB: [www.transgas.com](http://www.transgas.com)**  
 24 Hour Emergency  
 Toll Free ..... 1-844-209-9800  
 General Inquiries  
 Toll Free ..... 1-877-872-6742  
 Call Before You Dig  
 Toll Free ..... 1-866-828-4888  
 Head Office ..... Regina 777-9500

- **Fonts** are determined by Directwest Publishers according to their system.
- **Bold Type** may be used to emphasize a top level organization name (i.e. crown corporation name). There is an additional charge for the use of Bold.
- **Saskatchewan in Organization Name**
  - Ministries will be listed by their formal names but with the word “Saskatchewan” omitted where it is a part of the name.
  - Crown corporations will be listed by their formal names and will retain the word “Saskatchewan” in their name in the majority of instances as they are most frequently recognized with this prefix.
  - Agencies, boards and commissions will be listed by their formal names and may retain the word “Saskatchewan” in their name if they are most frequently recognized with this prefix.
- **Minister and Deputy Minister Information** will be listed with the ministry information under the keyword “Information -- Province of Saskatchewan”. Information will include:
  - Minister Title, name, phone number and address. Minister’s number should be the “inquiry line” for the office and not the Minister’s direct line.
  - Deputy Minister, Title only (no name), phone number and address.
  - Minister and Deputy Minister titles and phone numbers will also appear in the Government of Saskatchewan Inquiry Section. No names or addresses will be listed here.
- **Personal Names** are only used in the case of Ministers and only in the ministry information under the keyword “Information--Province of Saskatchewan”. Minister names are not listed in the Government of Saskatchewan Inquiry section.
- **Addresses** should be listed with each program or service, unless using a toll free number. Street address is the preference versus mailing address.
- **Web addresses** are optional. Format is "WEB: www.webaddress". Note, this constitutes an “EL - Extra Line of Text” and is a chargeable listing.
- **Fax numbers** are generally not listed.
- **Hours of Operation and Part-time Offices** - If the hours of operation of a particular office are outside normal office hours (i.e. 8-5; Mon-Fri), information to this effect should appear in the directory wherever possible and/or an alternate phone number should be listed. Note, this constitutes an “EL - Extra Line of Text” and is a chargeable listing.
- **Punctuation** (periods, commas, semi-colons, etc.) is avoided in directories.
  - Exception: the possessive apostrophe ( ' ).
  - The word “and” will display as the ampersand “&”.
- **Cross references** are generally not used in Blue Pages in order to provide direct telephone access for programs and services. In certain instances, keywords are used as cross

references to direct callers to the appropriate subjective keyword heading. Cross references should only be used when repetition of the details of a listing would entail a considerable expense.

- **Local information and numbers** should be used wherever possible for direct access. If local information is used in conjunction with head office information, local information will be listed first.
- **Lloydminster** is currently covered by both SaskTel and an Alberta Telephone Company. Therefore, 'Saskatchewan Only' toll free numbers may not work in areas of Lloydminster. An alternate local telephone number should be listed with the toll free number for Lloydminster callers to use.
- **Yellow Page listings (if applicable)** – To list in the Yellow Pages, the requirement is that a listing must first appear in either the Blue or White Pages.

### Basic Listing Format

The following are samples of the basic listing format for Ministries, Crown Corporations, Agencies, Boards, Commissions and Programs/Services.

#### Ministry

(Ministry Name)	
Inquiries	xxx-xxx-xxxx
Minister Hon (name)	
Leg Bldg	xxx-xxx-xxxx
Deputy Minister + (Address)*	xxx-xxx-xxxx
WEB: (web address)	

\*Note: Address will drop to another line if not enough space

#### Crown Corporation

(Corporation Name) + (Address)*	xxx-xxx-xxxx
WEB: (web address)	

\*Note: Address will drop to another line if not enough space

#### Agency, Board, Commission

(Organization Name) + (Address)*	xxx-xxx-xxxx
WEB: (web address)	

\*Note: Address will drop to another line if not enough space

#### Function, Program, Service

(Function/Program/Service)	
(Address)	xxx-xxx-xxxx

Toll Free    X-XXX-XXX-XXXX  
WEB: (web address)

Variations on the basic format for functional/program service listings are sometimes necessary to accommodate individual listings. Some of the exceptions are:

- Multiple addresses/numbers for sub-listings
- Expanded explanations of the function
- Involvement by multiple agencies

### **Listing Definitions**

#### Listing

A Listing consists of a program name, address and phone number. The address does not include city name (unless the city is located outside of the directory coverage area) or postal code. A listing also applies to:

- Additional information indented under the ministry or program name;
- 'Or' numbers;
- Toll Free numbers used as a second number.

#### Toll Free Listing

A Toll Free listing consists of a program name and toll free number.

- 'Toll Free' is the standard default phrase used in the Blue Pages.
- The standard format does not include an address.
- Including an address will be a chargeable item, see EL – Extra Line of Text.
- Toll Free lines have designated “coverage” areas. This is identified by the organization when the toll free number is established. Ex: Saskatchewan Only; Alberta/Saskatchewan; Alberta/Saskatchewan/Manitoba; Western Canada; All Canada; North America.

#### EL – Extra Line of Text

An Extra Line of Text is additional information with no phone number.

- Ex: website information
- Maximum of 40 characters

### **Listing Requirements**

All programs/services represented by offices in the directory coverage area will be listed by:

- A functional term which clearly and accurately describes the program/service, in language common to the average user; and/or

- The formal name of the program/service (or in some cases, the office or the agency itself) where this name is felt to be in common public usage or is in fact a functional name clearly and accurately stating the nature of the program/service.

Note: programs/services represented by offices located outside the phonebook coverage area may also opt to list provided a listing first appears in its 'Home' directory.

Numbers used in yellow page advertisements should be listed first in either the white or blue pages before listing in the yellow pages. If a listing only appears in the yellow pages, it will not be included in Directory Assistance.

### **Home Directory**

The 'Home' directory is the directory in which the telephone number originates. For example: 694-3730 is a Moose Jaw number, therefore the 'Home' directory is the Moose Jaw & District directory. Numbers in the district towns of a directory would also call that directory 'Home'. Example: The Moose Jaw & District directory is 'Home' directory for the towns of Assiniboia and Riverhurst.

A number must be printed (listed) in its 'Home' directory before it can be printed in another directory.

### **Foreign Listing**

- Any number printed (listed) outside the "home" directory.
  - Can be deleted without changing the status of the number.

See Appendix #3 for Directory Coverage Area Map

## Print Sizes and Definitions

Print sizes used within the directories are as follows:

- 11pt – bold listing
- 9pt – regular listing
- 8pt – address lines

The following chart outlines the codes which Directwest uses to further define information. Rates for print sizes vary from directory to directory.

Code	Definition
GBSRL	Ministry, Agency, Board, Commission, Crown corporation name listed in 'home' directory. Represented by all caps bold on updates.
GBCL	Ministry, Agency, Board, Commission, Crown corporation name listed outside 'home' directory. Represented by all caps bold on updates.
GCL	Changeable listing consisting of program name information, address (if applicable) and telephone number. Or program name and toll free number.
GAL	Alternate listing; indented under program or ministry information; consists of additional program information, address (if applicable) and telephone number. Also applies to 'Or' numbers and toll free numbers used as a second number.
GEL	Extra information, text only; no phone number.
GSRL	Program name address and telephone number in 'home' directory.
GMLI	Line including local number indented under department listing in 'home' directory.

# Digital Listings

All Blue Page listings will be provided a Basic Digital Mysask411 listing. This digital listing will provide Name, Keyword Heading and Reverse Directory search results on Mysask411.com and the Mysask411 Mobile App.

- The Mysask411 mobile app has been downloaded over 247,000 times.
- Overall, the monthly digital search traffic on the Mysask411 mobile app and desktop version combine for an average of 155,000 monthly sessions.
- Between April 1, 2021 – March 31, 2022 all Saskatchewan Ministries had a combined total of 1.3 million direct lead impressions on Mysask411 digital platforms.
- Individual statistics per Ministry can be provided upon request.

In addition, 3-4 Enhanced listings will be provided for each Ministry based on highest traffic search results. Enhanced listings are created and edited by Directwest. The Enhanced listings include a logo, website link, and a business profile write up. For the current Enhanced listings there has been no additional cost and has been included as part of the Blue Page advertising investment.

## Basic Digital Mysask411 Listing



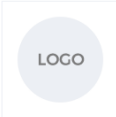
**Government House** in Regina

LIST VIEW MAP VIEW

Showing 1-20 out of 456 results

Filters

Find what you need?



Government House Historical Society



(306) 787-5363

Matched on: Government House Historical Society

4607 Dewdney Ave  
Regina SK S4T1B7 [Get Directions](#)

Mysask411 can help your business attract more

The Basic Listing includes Name, Number, Address (if listed), Keyword Heading, and Map.

**mysask411** -6°C in Regina Sign Up / Login Menu

I want to search for: Business or People

Business Name, Keyword, Phone #, Gov't in Regina Q

### Government House Historical Society

(306) 787-5363 4607 Dewdney Ave, Regina SK S4T1B7

**GET DIRECTIONS** **SEARCH NEARBY**

**My Notes** ✎

Login to add a note about this business that is only visible to you.

Is this your Mysask411 listing?

**EDIT YOUR LISTING**

Photos Videos Digital Ad E-Flyer Deals

### Enhanced Digital Mysask411 Listing

The Enhanced Listing includes the Basic Listing with the following enhancements:

- Logo (Logo will fit into a pre-defined “box” on the listing (116 x 85 pixels) - The logo will fit either that maximum height or maximum width of the area as to not cause distortion)
- Link to Website (Link to main webpage or subpage)
- Short Teaser Text – Displayed at listing level under Business name
- Business Profile Details (max 800-character Business Details and 400-character Products/Services information. Information is taken from existing website information.)



mysask411 5°C in Regina Sign Up / Login Menu

I want to search for: or Business or People

Child and Family Services in Regina

**Child & Family Services** Saskatchewan Housing Corporation

(306) 787-3800 2045 Broad St, Regina SK S4P3T7



[WWW.SASKATCHEWAN.CA/GOVE...](http://WWW.SASKATCHEWAN.CA/GOVE...)

**My Notes**

[Login](#) to add a note about this business that is only visible to you.

**Description**

The Ministry of Social Services invests in positive outcomes for people in areas of income support, child and family services, supports for persons with disabilities and affordable housing. We work with citizens as they build better lives for themselves through economic independence, strong families and strong community organizations.

**Products & Services**

- Directory of service centres
- Cognitive disability strategy (CDS) support
- Discounted bus pass program
- Home repairs and renovations
- Homeownership opportunities in Northern Saskatchewan
- First Time Homebuyer

Photos Videos Digital Ad E-Flyer Deals

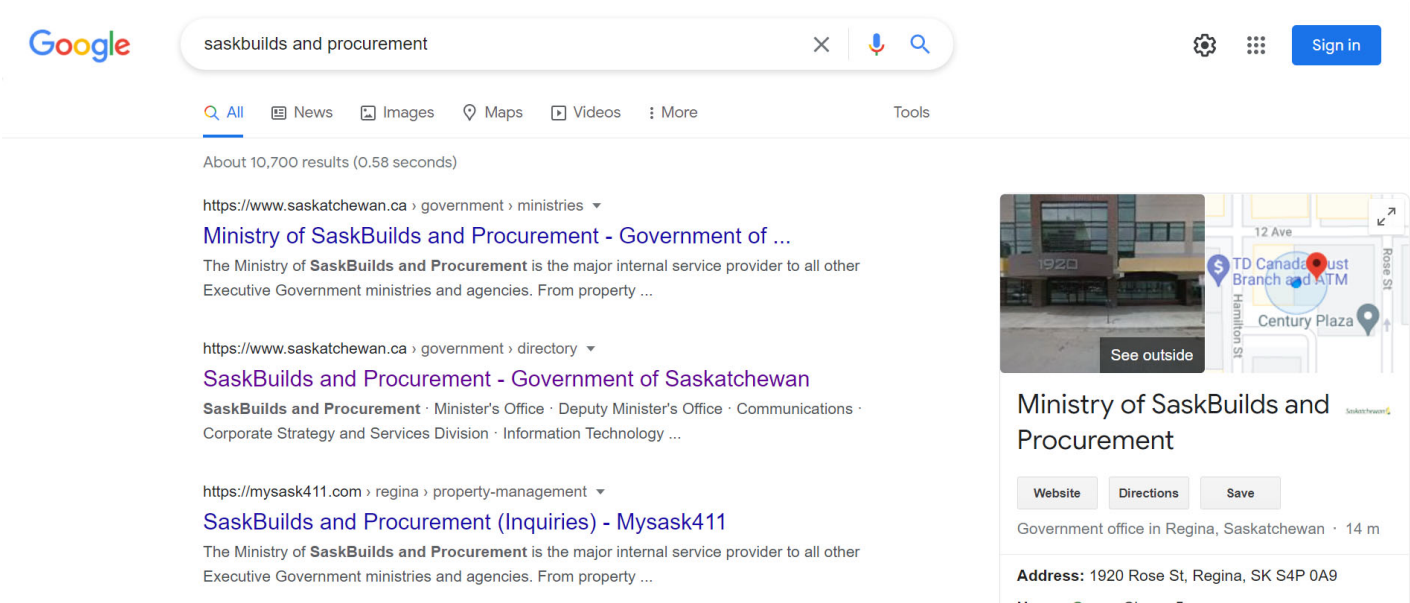
If Ministries would like to have additional Enhanced listings created, a request will be required, and there may be an additional cost depending on the digital items requested.

If Ministries would like changes made to existing Enhanced listings (Business Details, Website Link, or Logo), or purchase additional Enhanced items please email [dw@directwest.com](mailto:dw@directwest.com) along with the name and phone number of the listing.

**Google Claimed Listings**

Directwest has claimed 37 “Google My Business” listings for Ministries as a part of their current Blue Page advertising investment. If additional Google My Business requests are submitted, there may be an additional annual charge per listing of \$588.

The following is an example of a claimed “Google My Business” listing for Ministry of SaskBuilds and Procurement.



## Digital Reporting

If you are interested in the Mysask411 Digital Analytics please contact Trevor De Wildt at [Trevor.Dewildt@directwest.com](mailto:Trevor.Dewildt@directwest.com)

Here is an example of the reporting, which shows how you were found, and the actions users took with your content. Reporting questions on statistics are answered by Trevor De Wildt.

Your total leads = **20,914**

### Directive Leads

Search Appearance	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Total	Monthly Average
Ambulance Services	108	105	98	118	121	83	112	104	106	101	132	124	1,312	109
Drivers And Vehicles	26	15	16	27	18	16	18	28	16	18	19	18	235	20
Government Surplus	67	73	67	44	62	47	68	65	84	77	246	232	1,132	94
Information--Province Of Saskatchewan	37	41	47	42	40	34	37	27	31	49	42	46	473	39
Property Management	61	62	92	81	54	119	62	53	58	48	60	86	836	70
Tenders And Government Contracts	76	62	87	139	207	186	222	251	265	240	268	197	2,200	183
Content Search	271	174	283	242	203	182	169	174	234	192	243	256	2,623	219
<b>Sub - Total</b>	<b>646</b>	<b>532</b>	<b>690</b>	<b>693</b>	<b>705</b>	<b>667</b>	<b>688</b>	<b>702</b>	<b>794</b>	<b>725</b>	<b>1,010</b>	<b>959</b>	<b>8,811</b>	
Clicks	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Total	Monthly Average
Business Details	6	16	24	19	28	18	12	21	21	60	36	46	307	26
Click to Call	0	1	1	2	2	0	5	0	1	2	1	1	16	1
Directions	0	1	0	0	1	0	1	0	0	1	1	1	6	1
Expand Business Details Map	0	0	1	0	0	0	0	0	0	0	0	0	1	1
Website Link	0	1	2	3	1	0	0	0	0	3	4	0	14	1
<b>Sub - Total</b>	<b>6</b>	<b>19</b>	<b>28</b>	<b>24</b>	<b>32</b>	<b>18</b>	<b>18</b>	<b>21</b>	<b>22</b>	<b>66</b>	<b>42</b>	<b>48</b>	<b>344</b>	

Your total Directive Leads are: 9,155

### Organic Leads

Search Appearance	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Total	Monthly Average
Bing-Yahoo Impressions	0	0	0	0	0	0	0	37	0	47	0	0	84	28
Google Impressions	25	106	860	1,050	1,074	530	1,146	129	1,298	1,662	1,295	2,352	11,527	961
<b>Sub - Total</b>	<b>25</b>	<b>106</b>	<b>860</b>	<b>1,050</b>	<b>1,074</b>	<b>530</b>	<b>1,146</b>	<b>166</b>	<b>1,298</b>	<b>1,709</b>	<b>1,295</b>	<b>2,352</b>	<b>11,611</b>	
Clicks	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Total	Monthly Average
Bing-Yahoo Clicks	0	0	0	0	0	0	0	3	0	2	0	0	5	2
Google Clicks	3	3	13	13	18	11	6	9	9	16	10	32	143	12
<b>Sub - Total</b>	<b>3</b>	<b>3</b>	<b>13</b>	<b>13</b>	<b>18</b>	<b>11</b>	<b>6</b>	<b>12</b>	<b>9</b>	<b>18</b>	<b>10</b>	<b>32</b>	<b>148</b>	

Your total Organic Leads are: 11,759

### Glossary of Reporting Terms:

Directive Leads- These are the leads that are on the Mysask411 website and app

Organic Leads – These are the leads your Mysask411 digital content has received on search engines.

Business Details – This is the page that features your Business Profile write up and other listing information.

Content Search – These are the keyword matches to either your organization name, or a keyword that is features in your Mysask411 Content

## Publishing Schedule

Ten provincial telephone directories are published annually by Directwest Publishers. Each directory has its own printing schedule and the various publication processes overlap each other. Work on each directory starts four to six months prior to publication and distribution. Telecommunications Branch coordinates the collection of information for each directory, with the assistance of organizational Directory Coordinators.

Update packages are prepared and sent to respective Directory Coordinators as each directory comes due for renewal. The package includes Blue and any applicable White or Yellow Page listings printed the previous year, as well as any changes made to directory assistance since printing. Efforts are made to also include changes that have been processed in recently updated directories. The format is similar to what would appear in the directory and provides a visual display of the information. The timeframe for organizations to return updated information is approximately three to four weeks.

Information in the update package is to be verified with the appropriate organization personnel (ie: divisions, branches, regions). Consistent use of program names and numbers is important, although challenging, as government continues to change.

As organizational updates are processed at Telecommunications Branch, they are checked for format and consistency. When complete, the information is sent to Directwest Publishers to be entered into their system for printing and billing.

Directwest will provide Telecommunications Branch with a galley proof for each directory. The time allotted to proof read each galley is approximately one week. For this reason, galley proofs are not presented to organizations for proofing as there is not enough time. Every effort is made to ensure that listings are correct, based on the information previously submitted by the organization. New changes cannot be accepted after cut off dates.

Directwest will endeavor to accommodate major changes (i.e. reorganizations, amalgamations, etc.) as much as possible within the directory publication schedules. Changes that occur after a directory galley proof has been run will be forwarded to directory assistance for immediate online use. Information will be printed as required in future directories.

### Directory Coverage

Each telephone directory covers a specific area of the province. An organization's regional divisions may not match the directory coverage areas. Update packages include a list of towns covered by the respective directory, for organization reference. (See your telephone directory—first page of the Yellow Pages. There is a map of the province displaying the coverage area of each directory.)

## Directory Advertising Costs

Directory advertising rates are set by Directwest Publishers and vary from directory to directory. (See Appendix #2) Advertising is calculated and charged to the SaskTel telephone bills the month following when a directory is distributed. Example: Regina City is distributed in June - advertising in this directory is billed on the July telephone bills. (See Appendix #1 for schedule.)

Blue Page advertising costs are calculated as an annual total, specific to a directory. This is the same for White and Yellow Page advertising costs if applicable.

Each organization identifies one or more telephone numbers (not Customer Account Number or CAN) to which Blue Page advertising is billed. We recommend this number be a general inquiry line or a telephone number that will consistently remain within the unit.

Every listing is attached to a billing telephone number.

The Telecommunications Branch tracks overall government and individual ministry/agency costs for Blue Page advertising. Contact the branch for the following:

- Information and/or total advertising costs for budget, forecast, or general directory review purposes.
- A cost breakdown of listings in the Blue Pages.
- Cost estimates and/or suggestions for reorganizing Blue Page information.

## Telephone Number Status

Rules and regulations have been established throughout North America which govern how directory and telephone companies define, use and publish telephone numbers.

### Non-Post Numbers

Centrex and IBC numbers, in this document, are defined as those numbers that operate on the Government of Saskatchewan Centrex and/or IBC telephone systems. Centrex and IBC numbers are defined by SaskTel as '**Non-Post**' numbers. They exist only in SaskTel's database. Centrex and IBC numbers are inserted and deleted from Blue Pages as required by the government organization. They are only available on directory assistance if they are listed in the Blue or White Pages.

### List, Non-List, Non-Pub, Non-Main Numbers

In locations where Centrex and/or IBC telephone service is not available or used, telephone numbers must be defined as '**List**', '**Non-List**', '**Non-Pub**', or '**Non-Main**' numbers.

Non-Centrex numbers must be defined as 'List' in order to be printed in a directory. When a 'List' number is deleted from print in its home directory, a service order must be processed through SaskTel to change the '*status*' to 'Non-List', 'Non-Main', or 'Non-Pub'; unless, the number has been or will be disconnected. Similarly, if a 'Non-List' or 'Non-Pub' or 'Non-Main' number is required in print, a service order must be processed through SaskTel to change the '*status*' to 'List'. A monthly maintenance fee is charged to maintain numbers as 'Non-List' or 'Non-Pub'. There is no monthly maintenance fee on 'Non-Main' numbers.

Status	Number Used or Available On			Service Order Required
List	SaskTel Database	Directory Assistance	Print in Directory	<ul style="list-style-type: none"> <li>Change to Non-List, Non-Pub or Non-Main to take out of print</li> </ul>
Non-List	SaskTel Database	Directory Assistance		<ul style="list-style-type: none"> <li>Change to List to print</li> <li>Monthly maintenance fee</li> </ul>
Non-Pub	SaskTel Database			<ul style="list-style-type: none"> <li>Change to List to print</li> <li>Monthly maintenance fee</li> </ul>
Non-Main	SaskTel Database			<ul style="list-style-type: none"> <li>Change to List to print</li> <li>No monthly maintenance fee.</li> <li>Must be one number identified as Main per service address</li> </ul>
Non-Post (Centrex/IBC)	SaskTel Database	Directory Assistance if printed in directory	Print in Directory as organization specifies	

## Telephone Moves and Changes

Telephone moves and changes can affect the Blue Page listings. Communication between Directory and Telephone Coordinators is essential to maintain up-to-date directory listings.

When a telephone move or change (addition, deletion, change) is requested, SaskTel creates 'service orders' which identify the work required. A copy of each service order is sent to Directwest Publishers for their directory system information. Questions that may arise from the service orders are directed to the applicable government organization, through the Telecommunications Branch.

## Directory Assistance

Directory Assistance can be updated at any time. Therefore, it is not necessary to wait for the next directory printing if changes are required to the Blue Page information. Submit the changes to the Telecommunications Branch as soon as possible. New programs or changes to current program names or numbers can be available on Directory Assistance within 24 hours of receipt at Directwest Publishers. Most government numbers will only be available on Directory Assistance if they are listed in the Blue Pages.

## Temporary Listings

Temporary listings are just that--a telephone number used for a short-term project or program. Information is placed on directory assistance in the 'Home' directory; and only in the 'Home' directory, for the time period specified by the government organization. Information is automatically deleted when the time period expires.

## Community Service Numbers and Abuse Help Lines

SaskTel has specific criteria for information displayed on the Community Service Number page and the Abuse Help Lines page. A contact person at SaskTel is available upon request.

## Distribution of Telephone Directories

Directwest Publishers is responsible for the distribution of telephone directories throughout Saskatchewan. As the annual directories become available, contracted delivery companies will go door to door delivering them. It is recommended that offices annually canvas internally for the number of directories required and provide that number to their front reception personnel prior to delivery. For buildings that are secure and delivery is not possible through the standard delivery method, these locations can contact Directwest to make arrangements for directory delivery.

For specific delivery requirements, or to have excess directories returned, contact **1-800-667-8201** or [dw@directwest.com](mailto:dw@directwest.com).

## Online Directory Tools

Organizations are encouraged to reduce their printed directory order and instead make use of the online tools that are available. The move to online directories will help cut down on paper, transportation, carbon emissions and printing. It's a small step to making your organization a little greener.

- Directory Assistance Lookup: <http://mysask411.com/>  
Select for Business or People; this will include searches for Reverse Lookup and Government.
- Download a mobile app for MySask411: <https://mysask411.com/>

## Recycling of Directories

Please recycle the old telephone directories in the local blue bins or according to your organizational recycle practices.



# Appendices

## Blue Page Directory Update Schedule 2022

Blue Page Directory Update Schedule 2023						
Directory	Directory Code	Send Package	Due From Ministries	Galley Runs	Directory Issue	Billing Month
Moose Jaw & District	MJ	<del>24-Aug-22</del>	<del>15-Sep-22</del>	18-Oct-22	Jan-23	Feb-23
Melville - Yorkton & District	MY	<del>20-Sep-22</del>	30-Sep-22	14-Nov-22	Feb-23	Mar-23
Estevan - Weyburn & District	EW	6-Oct-22	21-Oct-22	1-Dec-22	Mar-23	Apr-23
Swift Current & District	SC	1-Nov-22	18-Nov-22	5-Jan-23	Apr-23	May-23
Regina City **	REG	21-Dec-22	20-Jan-23	9-Mar-23	Jun-23	Jul-23
Regina District **	RD	21-Dec-22	20-Jan-23	16-Mar-23	Jun-23	Jul-23
Saskatoon City **	STN	30-Mar-23	21-Apr-23	1-Jun-23	Sep-23	Oct-23
Saskatoon District **	SD	30-Mar-23	21-Apr-23	8-Jun-23	Sep-23	Oct-23
Prince Albert & District	PA	2-May-23	19-May-23	27-Jul-23	Oct-23	Nov-23
North Battleford & District	NB	30-May-23	16-Jun-23	22-Aug-23	Nov-23	Dec-23
<p>** Regina City &amp; Regina District directories are worked together and Saskatoon City &amp; Saskatoon District directories are worked together. The individual schedules are very close (within 1 or 2 weeks) and it is confusing to work them separately.</p> <p>Blue Page directory changes are forwarded to DirectWest Publishers for entry into their directory printing system. This system interfaces with and updates to the SaskTel Directory Assistance system on a daily basis. Service Orders from telephone changes are regularly checked for printing requirements.</p> <p><b>If you have any questions about scheduling, cut off dates, adding or deleting information to/from a directory, call Telecommunications Branch, SaskBuilds &amp; Procurement at 306-787-6879.</b></p>						

## Blue Page Rates 2022-23

<b>Annual Rates</b>		
<b>Directory</b>	<b>Listing Toll Free Listing EL - Extra Line of Text Cross Reference</b>	<b>Bold Listing</b>
Moose Jaw & District	\$62.40	\$86.40
Melville - Yorkton & District	\$62.40	\$86.40
Estevan - Weyburn & District	\$62.40	\$86.40
Swift Current & District	\$62.40	\$86.40
Regina City	\$74.40	\$108.00
Regina District	\$62.40	\$86.40
Saskatoon City	\$74.40	\$108.00
Saskatoon District	\$62.40	\$86.40
Prince Albert & District	\$62.40	\$86.40
North Battleford & District	\$62.40	\$86.40

Directory Coverage Map

# Our Coverage Area

**1 and 9** **Regina City & Regina District Phonebooks.**

- Red highlighted areas are included in the Grey Pages of the Regina City Phonebook.

**2 and 10** **Saskatoon City & Saskatoon District Phonebooks.**

- Red highlighted areas are included in the Grey Pages of the Saskatoon City Phonebook.

**3** **Prince Albert & District Phonebook**

**4** **Moose Jaw & District Phonebook**

**5** **Melville/Yorkton & District Phonebook**

**6** **North Battleford & District Phonebook**

**7** **Swift Current & District Phonebook**

**8** **Estevan/Weyburn & District Phonebook**

**ADVERTISING DEADLINES FOR EACH PHONEBOOK ARE AS FOLLOWS:**

1. Regina City	March
2. Saskatoon City	May
3. Prince Albert & District	July
4. Moose Jaw & District	October
5. Melville/Yorkton & District	October
6. North Battleford & District	August
7. Swift Current & District	November
8. Estevan/Weyburn & District	November
9. Regina District	March
10. Saskatoon District	May

\* Bodies of water are not indicated on the map above.

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