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February 18, 2010

Beth Salak, Director  
Division Regulatory Analysis  
Florida Public Service Commission  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to Florida Statute 364.051, attached for filing with the Commission is the following page of the General Subscriber Service Tariff:

General Subscriber Service Tariff

Section 6 - Second Revised Page 14

The purpose of this filing is to increase the monthly rates for Residence Designer Listing Services. The effective date of this tariff is February 19, 2011.

Acknowledgement, date of receipt and authority number of this filing is requested.

Your consideration and approval will be appreciated.

Yours very truly,

Jerry D. Hendrix (slg)

Regulatory Vice President

Attachments

## **EXECUTIVE SUMMARY**

### Description of Proposed Tariff

This General Subscriber Services Tariff filing provides for rate increases for Residence Designer Listing rate elements.

### Revenue Impact

This filing results in an increase in the Directory Assistance Non-Basic Services basket in the amount of 0.01, which is within the allowed change for this basket.

## A6. DIRECTORY LISTINGS<sup>4</sup>

(T)

### A6.7 Miscellaneous Listing (Cont'd)

#### A6.7.25 Designer Listings (Cont'd)

E. A secondary service charge applies when an order is placed to purchase one or more of the following listing options. (Cont'd)

5. **Designer Line Options (Cont'd)**

An extra line of text printed in script, which depicts a stylish writing that provides information in addition to the standard listing information (name, address and telephone number) such as location, affiliations, social/civic positions held, volunteer services, etc. It could also include statements of descriptive nature such as interests, profession, or personal information.

F. Rates and Charges

1. Per Listing

	Monthly		
	Rate	USOC	
(a) Designer Bold	<del>\$34.00</del>	LBB	(I)
(b) Designer Bold Plus	<del>45.00</del>	LBBAB	(I)
(c) Designer Script	<del>34.00</del>	SF8	(I)
(d) Designer Script Plus	<del>45.00</del>	DLMDX	(I)
(e) Designer Line (Standard)	<del>45.00</del>	XTL	(I)
(f) Designer Line Bold	<del>56.00</del>	DLMEX	(I)
(g) Designer Line Script	<del>56.00</del>	DLMFX	(I)

~~Note 1: Text is shown as new due to reissue of all Tariff Sections. No changes in rates or regulations were made with this filing.~~

(D)

## A6. DIRECTORY LISTINGS

(T)

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F. Rates and Charges

1. Per Listing

	<b>Monthly</b>		
	<b>Rate</b>	<b>USOC</b>	
(a) Designer Bold	<b>\$4.00</b>	<b>LBB</b>	(I)
(b) Designer Bold Plus	<b>5.00</b>	<b>LBBAB</b>	(I)
(c) Designer Script	<b>4.00</b>	<b>SF8</b>	(I)
(d) Designer Script Plus	<b>5.00</b>	<b>DLMDX</b>	(I)
(e) Designer Line (Standard)	<b>5.00</b>	<b>XTL</b>	(I)
(f) Designer Line Bold	<b>6.00</b>	<b>DLMEX</b>	(I)
(g) Designer Line Script	<b>6.00</b>	<b>DLMFX</b>	(I)

(D)