



Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

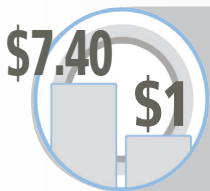
ACCOUNTANTS- CERTIFIED PUBLIC

The average display ad at the **ACCOUNTANTS-CERTIFIED PUBLIC** heading generates **58** calls annually



The average display ad at the **ACCOUNTANTS-CERTIFIED PUBLIC** heading generates **30** annual sales

The average display ad at the **ACCOUNTANTS-CERTIFIED PUBLIC** heading generates **\$12,344** in annual sales revenue



The Return on Investment for the average sale at the **ACCOUNTANTS-CERTIFIED PUBLIC** heading is **\$7.40** for every **\$1** invested in Yellow Pages display advertising

In order to break even on an ad placed at the **ACCOUNTANTS-CERTIFIED PUBLIC** heading, the advertiser needs to receive **14** calls annually.

