



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

ADDICTION INFORMATION & TREATMENT

The average display ad at the **ADDICTION INFORMATION & TREATMENT** heading generates **69** calls annually



The average display ad at the **ADDICTION INFORMATION & TREATMENT** heading generates **55** annual sales

The average display ad at the **ADDICTION INFORMATION & TREATMENT** heading generates **\$400,007** in annual sales revenue



The Return on Investment for the average sale at the **ADDICTION INFORMATION & TREATMENT** heading is **\$274.50** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **ADDICTION INFORMATION & TREATMENT** heading, the advertiser needs to receive **1** call annually.

