

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



69



55

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.

STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES