

## Why YELLOW PAGES Are Essential To Your Marketing Strategy AIR CONDITIONING CONTRACTORS & SYSTEMS

The average display ad at the AIR CONDITIONING CONTRACTORS & SYSTEMS heading generates 186 calls annually

The average display ad at the AIR CONDITIONING CONTRACTORS & SYSTEMS heading generates 112 annual sales

The average display ad at the AIR CONDITIONING CONTRACTORS & SYSTEMS heading generates \$390,261 in annual sales revenue



186



The Return on Investment for the average sale at the AIR CONDITIONING CONTRACTORS & SYSTEMS heading is \$110.70 for every \$1 invested in Yellow

In order to break even on an ad placed at the AIR CONDITIONING CONTRACTORS & SYSTEMS heading, the advertiser needs to receive 5 calls

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