



# 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



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

