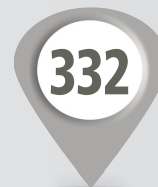




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

APPLIANCES-HOUSEHOLD- MAJOR-DEALERS

The average display ad at the **APPLIANCES-HOUSEHOLD-MAJOR-DEALERS** heading generates 332 calls annually



The average display ad at the **APPLIANCES-HOUSEHOLD-MAJOR-DEALERS** heading generates 182 annual sales

The average display ad at the **APPLIANCES-HOUSEHOLD-MAJOR-DEALERS** heading generates \$188,661 in annual sales revenue



The Return on Investment for the average sale at the **APPLIANCES-HOUSEHOLD-MAJOR-DEALERS** heading is \$82.70 for every \$1 invested in Yellow Pages display

In order to break even on an ad placed at the **APPLIANCES-HOUSEHOLD-MAJOR-DEALERS** heading, the advertiser needs to receive 16 calls annually.

