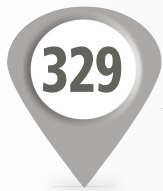
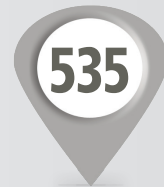




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

APPLIANCES-MAJOR-SERVICE & REPAIR

The average display ad at the **APPLIANCES-MAJOR-SERVICE & REPAIR** heading generates **535** calls annually



The average display ad at the **APPLIANCES-MAJOR-SERVICE & REPAIR** heading generates **329** annual sales

The average display ad at the **APPLIANCES-MAJOR-SERVICE & REPAIR** heading generates **\$84,212** in annual sales revenue



The Return on Investment for the average sale at the **APPLIANCES-MAJOR-SERVICE & REPAIR** heading is **\$15.10** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **APPLIANCES-MAJOR-SERVICE & REPAIR** heading, the advertiser needs to receive **130** calls annually.

