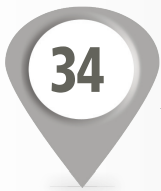




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

ASSISTED LIVING & ELDER CARE

The average display ad at the **ASSISTED LIVING & ELDER CARE** heading generates **137** calls annually



The average display ad at the **ASSISTED LIVING & ELDER CARE** heading generates **34** annual sales

The average display ad at the **ASSISTED LIVING & ELDER CARE** heading generates **\$642,647** in annual sales revenue



The Return on Investment for the average sale at the **ASSISTED LIVING & ELDER CARE** heading is **\$293.20** for every **\$1** invested in Yellow Pages display advertising

In order to break even on an ad placed at the **ASSISTED LIVING & ELDER CARE** heading, the advertiser needs to receive **2** calls annually.

