



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

ATTORNEYS

The average display ad at the **ATTORNEYS** heading generates 209 calls annually



The average display ad at the **ATTORNEYS** heading generates 98 annual sales

The average display ad at the **ATTORNEYS** heading generates \$233,899 in annual sales revenue



The Return on Investment for the average sale at the **ATTORNEYS** heading is \$38.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **ATTORNEYS** heading, the advertiser needs to receive 8 calls annually.

