



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

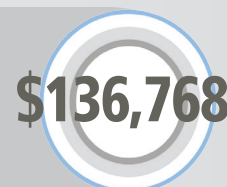
AUTO BODY REPAIRING & PAINT

The average display ad at the **AUTO BODY REPAIRING & PAINT** heading generates 128 calls annually



The average display ad at the **AUTO BODY REPAIRING & PAINT** heading generates 63 annual sales

The average display ad at the **AUTO BODY REPAIRING & PAINT** heading generates \$136,768 in annual sales revenue



The Return on Investment for the average sale at the **AUTO BODY REPAIRING & PAINT** heading is \$55.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **AUTO BODY REPAIRING & PAINT** heading, the advertiser needs to receive 5 calls annually.

