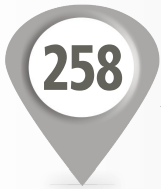




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

AUTO DEALERS-NEW

The average display ad at the **AUTO DEALERS-NEW** heading generates 654 calls annually



The average display ad at the **AUTO DEALERS-NEW** heading generates 258 annual sales

The average display ad at the **AUTO DEALERS-NEW** heading generates \$1,171,616 in annual sales revenue



The Return on Investment for the average sale at the **AUTO DEALERS-NEW** heading is \$529.50 for every \$1 invested in Yellow Pages display advertising

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

