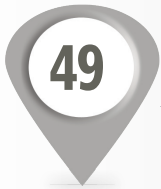




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

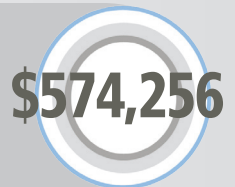
AUTO DEALERS-USED

The average display ad at the **AUTO DEALERS-USED** heading generates 145 calls annually



The average display ad at the **AUTO DEALERS-USED** heading generates 49 annual sales

The average display ad at the **AUTO DEALERS-USED** heading generates \$574,256 in annual sales revenue



The Return on Investment for the average sale at the **AUTO DEALERS-USED** heading is \$260.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **AUTO DEALERS-USED** heading, the advertiser needs to receive 3 calls annually.

