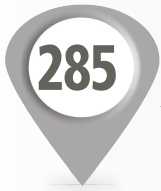


# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **AUTO PARTS & SUPPLIES- NEW**

The average display ad at the **AUTO PARTS & SUPPLIES-NEW** heading generates **541** calls annually



The average display ad at the **AUTO PARTS & SUPPLIES-NEW** heading generates **285** annual sales

The average display ad at the **AUTO PARTS & SUPPLIES-NEW** heading generates **\$56,980** in annual sales revenue



The Return on Investment for the average sale at the **AUTO PARTS & SUPPLIES-NEW** heading is **\$37.50** for every **\$1** invested in Yellow Pages display advertising

In order to break even on an ad placed at the **AUTO PARTS & SUPPLIES-NEW** heading, the advertiser needs to receive **32** calls annually.

