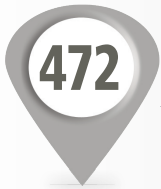




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

AUTO PARTS & SUPPLIES- USED & REBUILT

The average display ad at the **AUTO PARTS & SUPPLIES-USED & REBUILT** heading generates 890 calls annually



The average display ad at the **AUTO PARTS & SUPPLIES-USED & REBUILT** heading generates 472 annual sales

The average display ad at the **AUTO PARTS & SUPPLIES-USED & REBUILT** heading generates \$63,667 in annual sales revenue



The Return on Investment for the average sale at the **AUTO PARTS & SUPPLIES-USED & REBUILT** heading is \$31.40 for every \$1 invested in Yellow Pages display

In order to break even on an ad placed at the **AUTO PARTS & SUPPLIES-USED & REBUILT** heading, the advertiser needs to receive 55 calls annually.

