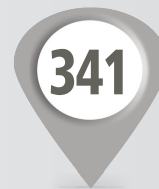




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

AUTO RENTING & LEASING

The average display ad at the **AUTO RENTING & LEASING** heading generates 341 calls annually



The average display ad at the **AUTO RENTING & LEASING** heading generates 184 annual sales

The average display ad at the **AUTO RENTING & LEASING** heading generates \$43,869 in annual sales revenue



The Return on Investment for the average sale at the **AUTO RENTING & LEASING** heading is \$25.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **AUTO RENTING & LEASING** heading, the advertiser needs to receive 34 calls annually.

