



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

## **AUTO REPAIR & SERVICE**

The average display ad at the **AUTO REPAIR & SERVICE** heading generates 269 calls annually



The average display ad at the **AUTO REPAIR & SERVICE** heading generates 140 annual sales

The average display ad at the **AUTO REPAIR & SERVICE** heading generates \$70.916 in annual sales revenue



The Return on Investment for the average sale at the **AUTO REPAIR & SERVICE** heading is \$25.40 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **AUTO REPAIR & SERVICE** heading, the advertiser needs to receive 32 calls annually.

