



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

## **BAIL BONDS**

The average display ad at the **BAIL BONDS** heading generates 160 calls annually



The average display ad at the **BAIL BONDS** heading generates 90 annual sales

The average display ad at the **BAIL BONDS** heading generates \$66,009 in annual sales revenue



The Return on Investment for the average sale at the **BAIL BONDS** heading is \$23.30 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **BAIL BONDS** heading, the advertiser needs to receive 39 calls annually.

