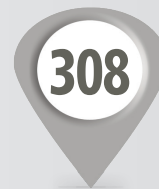




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **BANKS**

The average display ad at the **BANKS** heading generates 308 calls annually



The average display ad at the **BANKS** heading generates 130 annual sales

The average display ad at the **BANKS** heading generates \$43,668 in annual sales revenue



The Return on Investment for the average sale at the **BANKS** heading is \$19.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **BANKS** heading, the advertiser needs to receive 22 calls annually.

