



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

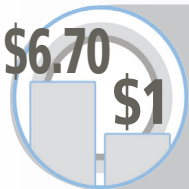
## **BATHROOM REMODELING & REPAIR**

The average display ad at the **BATHROOM REMODELING & REPAIR** heading generates **68** calls annually



The average display ad at the **BATHROOM REMODELING & REPAIR** heading generates **21** annual sales

The average display ad at the **BATHROOM REMODELING & REPAIR** heading generates **\$13,044** in annual sales revenue



The Return on Investment for the average sale at the **BATHROOM REMODELING & REPAIR** heading is **\$6.70** for every **\$1** invested in Yellow Pages display advertising

In order to break even on an ad placed at the **BATHROOM REMODELING & REPAIR** heading, the advertiser needs to receive **58** calls annually.

