



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

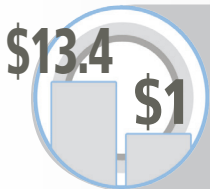
## **BEAUTY SALONS**

The average display ad at the **BEAUTY SALONS** heading generates 190 calls annually



The average display ad at the **BEAUTY SALONS** heading generates 104 annual sales

The average display ad at the **BEAUTY SALONS** heading generates \$26,416 in annual sales revenue



The Return on Investment for the average sale at the **BEAUTY SALONS** heading is \$13.4 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **BEAUTY SALONS** heading, the advertiser needs to receive 33 calls annually.

