



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

BICYCLES

The average display ad at the **BICYCLES** heading generates 177 calls annually



177

130



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

The average display ad at the **BICYCLES** heading generates \$67,971 in annual sales revenue

\$67,971

\$49.80



The Return on Investment for the average sale at the **BICYCLES** heading is \$49.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **BICYCLES** heading, the advertiser needs to receive 12 calls annually.



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