



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

BRIDAL SHOPS

The average display ad at the **BRIDAL SHOPS** heading generates 121 calls annually



The average display ad at the **BRIDAL SHOPS** heading generates 44 annual sales

The average display ad at the **BRIDAL SHOPS** heading generates \$15,238 in annual sales revenue



The Return on Investment for the average sale at the **BRIDAL SHOPS** heading is \$14.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **BRIDAL SHOPS** heading, the advertiser needs to receive 20 calls annually.

