



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

BUILDINGS METAL & WOOD

The average display ad at the **BUILDINGS METAL & WOOD** heading generates 46 calls annually



The average display ad at the **BUILDINGS METAL & WOOD** heading generates 22 annual sales

The average display ad at the **BUILDINGS METAL & WOOD** heading generates \$15,063 in annual sales revenue



The Return on Investment for the average sale at the **BUILDINGS METAL & WOOD** heading is \$14.70 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **BUILDINGS METAL & WOOD** heading, the advertiser needs to receive 10 calls annually.

