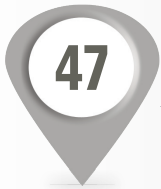




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy **BURGLAR ALARM SYSTEMS & MONITORING**

The average display ad at the **BURGLAR ALARM SYSTEMS & MONITORING** heading generates **73** calls annually



The average display ad at the **BURGLAR ALARM SYSTEMS & MONITORING** heading generates **47** annual sales



The average display ad at the **BURGLAR ALARM SYSTEMS & MONITORING** heading generates **\$27,485** in annual sales revenue



The Return on Investment for the average sale at the **BURGLAR ALARM SYSTEMS & MONITORING** heading is **\$11.00** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **BURGLAR ALARM SYSTEMS & MONITORING** heading, the advertiser needs to receive **24** calls annually.

