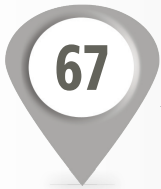


# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

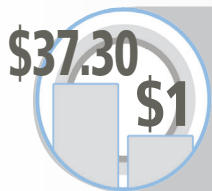
## **CARPET & RUG DEALERS**

The average display ad at the **CARPET & RUG DEALERS** heading generates 173 calls annually



The average display ad at the **CARPET & RUG DEALERS** heading generates 67 annual sales

The average display ad at the **CARPET & RUG DEALERS** heading generates \$99,066 in annual sales revenue



The Return on Investment for the average sale at the **CARPET & RUG DEALERS** heading is \$37.30 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **CARPET & RUG DEALERS** heading, the advertiser needs to receive 9 calls annually.

