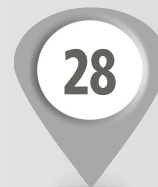




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

CATERERS

The average display ad at the **CATERERS** heading generates 28 calls annually



The average display ad at the **CATERERS** heading generates 11 annual sales

The average display ad at the **CATERERS** heading generates \$12,760 in annual sales revenue



The Return on Investment for the average sale at the **CATERERS** heading is \$12.00 for every \$1 invested in Yellow Pages display advertising

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

