



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

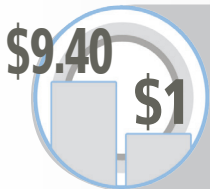
CHIROPRACTORS

The average display ad at the **CHIROPRACTORS** heading generates 148 calls annually



The average display ad at the **CHIROPRACTORS** heading generates 109 annual sales

The average display ad at the **CHIROPRACTORS** heading generates \$30,170 in annual sales revenue



The Return on Investment for the average sale at the **CHIROPRACTORS** heading is \$9.40 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **CHIROPRACTORS** heading, the advertiser needs to receive 44 calls annually.

