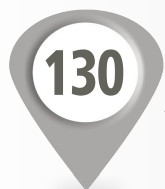




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

CLINICS

The average display ad at the **CLINICS** heading generates 302 calls annually



The average display ad at the **CLINICS** heading generates 130 annual sales

The average display ad at the **CLINICS** heading generates \$24,137 in annual sales revenue



The Return on Investment for the average sale at the **CLINICS** heading is \$16.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **CLINICS** heading, the advertiser needs to receive 54 calls annually.

