



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

COMPUTER & EQUIPMENT DEALERS-NEW

The average display ad at the **COMPUTER & EQUIPMENT DEALERS-NEW** heading generates 221 calls annually



The average display ad at the **COMPUTER & EQUIPMENT DEALERS-NEW** heading generates 108 annual sales

The average display ad at the **COMPUTER & EQUIPMENT DEALERS-NEW** heading generates \$98,172 in annual sales revenue



The Return on Investment for the average sale at the **COMPUTER & EQUIPMENT DEALERS-NEW** heading is \$38.40 for every \$1 invested in Yellow Pages display

In order to break even on an ad placed at the **COMPUTER & EQUIPMENT DEALERS-NEW** heading, the advertiser needs to receive 18 calls annually.

