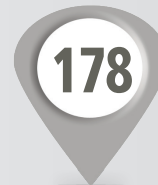




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

COMPUTER & EQUIPMENT - REPAIR & SERVICE

The average display ad at the **COMPUTER & EQUIPMENT - REPAIR & SERVICE** heading generates **178** calls annually



The average display ad at the **COMPUTER & EQUIPMENT - REPAIR & SERVICE** heading generates **104** annual sales

The average display ad at the **COMPUTER & EQUIPMENT - REPAIR & SERVICE** heading generates **\$20,827** in annual sales revenue



The Return on Investment for the average sale at the **COMPUTER & EQUIPMENT - REPAIR & SERVICE** heading is **\$10.70** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **COMPUTER & EQUIPMENT - REPAIR & SERVICE** heading, the advertiser needs to receive **54** calls annually.

