



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

CONCRETE CONTRACTORS

The average display ad at the **CONCRETE CONTRACTORS** heading generates 84 calls annually



The average display ad at the **CONCRETE CONTRACTORS** heading generates 19 annual sales



The average display ad at the **CONCRETE CONTRACTORS** heading generates \$50,197 in annual sales revenue



The Return on Investment for the average sale at the **CONCRETE CONTRACTORS** heading is \$31.00 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **CONCRETE CONTRACTORS** heading, the advertiser needs to receive 7 calls annually.

