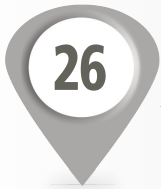




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

CONTRACTORS - GENERAL

The average display ad at the **CONTRACTORS - GENERAL** heading generates 67 calls annually



The average display ad at the **CONTRACTORS - GENERAL** heading generates 26 annual sales

The average display ad at the **CONTRACTORS - GENERAL** heading generates \$509,461 in annual sales revenue



The Return on Investment for the average sale at the **CONTRACTORS - GENERAL** heading is \$421.00 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **CONTRACTORS - GENERAL** heading, the advertiser needs to receive 1 call annually.

