

Why YELLOW PAGES Are Essential To Your Marketing Strategy

COUNSELORS

The average display ad at the **COUNSELORS** heading generates **90** calls annually



The average display ad at the COUNSELORS heading generates 55 annual sales

The average display ad at the **COUNSELORS** heading generates \$15,123 in annual sales revenue





55

The Return on Investment for the average sale at the COUNSELORS heading is \$8.90 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **COUNSELORS** heading, the advertiser needs to receive **12** calls annually.

STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES