



# 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



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.

