



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

## **DENTISTS**

The average display ad at the **DENTISTS** heading generates 236 calls annually



The average display ad at the **DENTISTS** heading generates 140 annual sales

The average display ad at the **DENTISTS** heading generates \$101,497 in annual sales revenue



The Return on Investment for the average sale at the **DENTISTS** heading is \$24.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **DENTISTS** heading, the advertiser needs to receive 34 calls annually.

