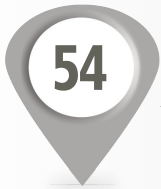




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

ELECTRIC CONTRACTORS

The average display ad at the **ELECTRIC CONTRACTORS** heading generates 114 calls annually



The average display ad at the **DELECTRIC CONTRACTORS** heading generates 54 annual sales

The average display ad at the **ELECTRIC CONTRACTORS** heading generates \$43,097 in annual sales revenue



The Return on Investment for the average sale at the **ELECTRIC CONTRACTORS** heading is \$19.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **ELECTRIC CONTRACTORS** heading, the advertiser needs to receive 23 calls annually.

