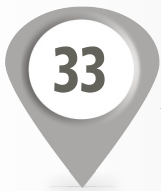




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

EXCAVATING CONTRACTORS

The average display ad at the **EXCAVATING CONTRACTORS** heading generates 63 calls annually



The average display ad at the **EXCAVATING CONTRACTORS** heading generates 33 annual sales

The average display ad at the **EXCAVATING CONTRACTORS** heading generates \$38,146 in annual sales revenue



The Return on Investment for the average sale at the **EXCAVATING CONTRACTORS** heading is \$20.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **EXCAVATING CONTRACTORS** heading, the advertiser needs to receive 8 calls annually.

