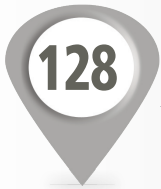




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

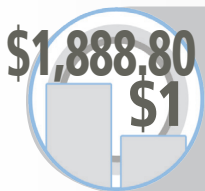
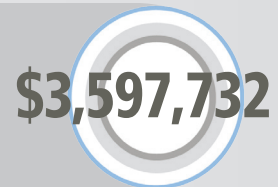
FARM EQUIPMENT

The average display ad at the **FARM EQUIPMENT** heading generates 305 calls annually



The average display ad at the **FARM EQUIPMENT** heading generates 128 annual sales

The average display ad at the **FARM EQUIPMENT** heading generates \$3,597,732 in annual sales revenue



The Return on Investment for the average sale at the **FARM EQUIPMENT** heading is \$1,888.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **FARM EQUIPMENT** heading, the advertiser needs to receive 1 call annually.

