

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

FENCE

The average display ad at the **FENCE** heading generates 125 calls annually



125

57

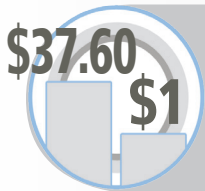
The average display ad at the **FENCE** heading generates 57 annual sales



The average display ad at the **FENCE** heading generates \$98,035 in annual sales revenue



\$98,035



The Return on Investment for the average sale at the **FENCE** heading is \$37.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **FENCE** heading, the advertiser needs to receive 10 calls annually.



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