



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

FIRE & WATER DAMAGE RESTORATION

The average display ad at the **FIRE & WATER DAMAGE RESTORATION** heading generates **76** calls annually



The average display ad at the **FIRE & WATER DAMAGE RESTORATION** heading generates **42** annual sales

The average display ad at the **FIRE & WATER DAMAGE RESTORATION** heading generates **\$83,237** in annual sales revenue



The Return on Investment for the average sale at the **FIRE & WATER DAMAGE RESTORATION** heading is **\$23.80** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **FIRE & WATER DAMAGE RESTORATION** heading, the advertiser needs to receive **6** calls annually.

