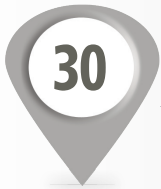




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy **FLOOR LAYING, REFINISHING & RESURFACING**

The average display ad at the **FLOOR LAYING, REFINISHING & RESURFACING** heading generates **63** calls annually



The average display ad at the **FLOOR LAYING, REFINISHING & RESURFACING** heading generates **30** annual sales

The average display ad at the **FLOOR LAYING, REFINISHING & RESURFACING** heading generates **\$54,578** in annual sales revenue



The Return on Investment for the average sale at the **FLOOR LAYING, REFINISHING & RESURFACING** heading is **\$33.70** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **FLOOR LAYING, REFINISHING & RESURFACING** heading, the advertiser needs to receive **4** calls annually.

