



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

FUNERAL HOMES & DIRECTORS

The average display ad at the **FUNERAL HOMES & DIRECTORS** heading generates 133 calls annually



The average display ad at the **FUNERAL HOMES & DIRECTORS** heading generates 75 annual sales

The average display ad at the **FUNERAL HOMES & DIRECTORS** heading generates \$493,351 in annual sales revenue



The Return on Investment for the average sale at the **FUNERAL HOMES & DIRECTORS** heading is \$211.00 for every \$1 invested in Yellow Pages display

In order to break even on an ad placed at the **FUNERAL HOMES & DIRECTORS** heading, the advertiser needs to receive 2 calls annually.

