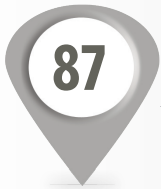




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **FURNITURE DEALERS**

The average display ad at the **FURNITURE DEALERS** heading generates 179 calls annually



The average display ad at the **FURNITURE DEALERS** heading generates 87 annual sales

The average display ad at the **FURNITURE DEALERS** heading generates \$146,500 in annual sales revenue



The Return on Investment for the average sale at the **FURNITURE DEALERS** heading is \$84.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **FURNITURE DEALERS** heading, the advertiser needs to receive 5 calls annually.

