



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

GAS-PROPANE

The average display ad at the **GAS-PROPANE** heading generates **187** calls annually



The average display ad at the **GAS-PROPANE** heading generates **133** annual sales



The average display ad at the **GAS-PROPANE** heading generates **\$68,749** in annual sales revenue



The Return on Investment for the average sale at the **GAS-PROPANE** heading is **\$30.00** for every **\$1** invested in Yellow Pages display advertising

In order to break even on an ad placed at the **GAS-PROPANE** heading, the advertiser needs to receive **15** calls annually.

