



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

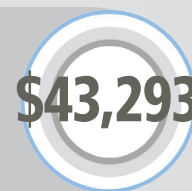
GLASS-AUTO, PLATE, WINDOWS, ETC

The average display ad at the **GLASS- AUTO, PLATE, WINDOWS, ETC** heading generates 300 calls annually



The average display ad at the **GLASS- AUTO, PLATE, WINDOWS, ETC** heading generates 184 annual sales

The average display ad at the **GLASS- AUTO, PLATE, WINDOWS, ETC** heading generates \$43,293 in annual sales revenue



The Return on Investment for the average sale at the **GLASS- AUTO, PLATE, WINDOWS, ETC** heading is \$11.30 for every \$1 invested in Yellow Pages display

In order to break even on an ad placed at the **GLASS- AUTO, PLATE, WINDOWS, ETC** heading, the advertiser needs to receive 50 calls annually.

