



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

## **GUNS & GUNSMITHS**

The average display ad at the **GUNS & GUNSMITHS** heading generates 318 calls annually



The average display ad at the **GUNS & GUNSMITHS** heading generates 182 annual sales



The average display ad at the **GUNS & GUNSMITHS** heading generates \$93,997 in annual sales revenue



The Return on Investment for the average sale at the **GUNS & GUNSMITHS** heading is \$60.00 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **GUNS & GUNSMITHS** heading, the advertiser needs to receive 13 calls annually.

