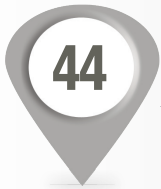




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **GUTTERS & DOWNSPOUTS**

The average display ad at the **GUTTERS & DOWNSPOUTS** heading generates 96 calls annually



The average display ad at the **GUTTERS & DOWNSPOUTS** heading generates 44 annual sales



The average display ad at the **GUTTERS & DOWNSPOUTS** heading generates \$38,231 in annual sales revenue



The Return on Investment for the average sale at the **GUTTERS & DOWNSPOUTS** heading is \$19.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **GUTTERS & DOWNSPOUTS** heading, the advertiser needs to receive 15 calls annually.

