



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

## **HARDWARE**

The average display ad at the **HARDWARE** heading generates 617 calls annually



The average display ad at the **HARDWARE** heading generates 363 annual sales

The average display ad at the **HARDWARE** heading generates \$227,113 in annual sales revenue



The Return on Investment for the average sale at the **HARDWARE** heading is \$100.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **HARDWARE** heading, the advertiser needs to receive 18 calls annually.

