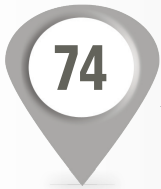




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

HEALTH CLUBS

The average display ad at the **HEALTH CLUBS** heading generates 196 calls annually



The average display ad at the **HEALTH CLUBS** heading generates 74 annual sales

The average display ad at the **HEALTH CLUBS** heading generates \$21,493 in annual sales revenue



The Return on Investment for the average sale at the **HEALTH CLUBS** heading is \$13.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **HEALTH CLUBS** heading, the advertiser needs to receive 56 calls annually.

