



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

HEARING AIDS & ASSISTIVE DEVICES

The average display ad at the **HEARING AIDS & ASSISTIVE DEVICES** heading generates 103 calls annually



The average display ad at the **HEARING AIDS & ASSISTIVE DEVICES** heading generates 95 annual sales

The average display ad at the **HEARING AIDS & ASSISTIVE DEVICES** heading generates \$208,632 in annual sales revenue



The Return on Investment for the average sale at the **HEARING AIDS & ASSISTIVE DEVICES** heading is \$94.60 for every \$1 invested in Yellow Pages display

In order to break even on an ad placed at the **HEARING AIDS & ASSISTIVE DEVICES** heading, the advertiser needs to receive 3 calls annually.

