



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

HEATING CONTRACTORS

The average display ad at the **HEATING CONTRACTORS** heading generates 174 calls annually



The average display ad at the **HEATING CONTRACTORS** heading generates 106 annual sales

The average display ad at the **HEATING CONTRACTORS** heading generates \$224,387 in annual sales revenue



The Return on Investment for the average sale at the **HEATING CONTRACTORS** heading is \$66.40 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **HEATING CONTRACTORS** heading, the advertiser needs to receive 8 calls annually.

