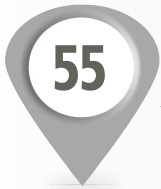




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

HOME HEALTH SERVICES

The average display ad at the **HOME HEALTH SERVICES** heading generates 91 calls annually



The average display ad at the **HOME HEALTH SERVICES** heading generates 55 annual sales

The average display ad at the **HOME HEALTH SERVICES** heading generates \$270,095 in annual sales revenue



The Return on Investment for the average sale at the **HOME HEALTH SERVICES** heading is \$144.90 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **HOME HEALTH SERVICES** heading, the advertiser needs to receive 2 calls annually.

