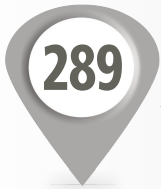




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## *HOSPITALS*

The average display ad at the **HOSPITALS** heading generates 804 calls annually



The average display ad at the **HOSPITALS** heading generates 289 annual sales

The average display ad at the **HOSPITALS** heading generates \$1,600,627 in annual sales revenue



The Return on Investment for the average sale at the **HOSPITALS** heading is \$331.00 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **HOSPITALS** heading, the advertiser needs to receive 7 calls annually.

